The Sesame Street Electronic Blackboard. There is nothing else like it in the world. Period.

Now Ready To Ship

SESAME STREET ELECTRONIC BLACKBOARD
Model Number 4600

"Professor" Cookie Monster is dedicated to the idea that learning should be fun—and that's where the world's only Electronic Blackboard comes in.

Designed to help youngsters grasp the fundamentals of basic mathematics, the Electronic Blackboard incorporates a totally unique three-line L.E.D. display that enables a child to see a problem in addition or subtraction exactly as a teacher would write it on a schoolroom blackboard.

What's more—all three lines stay lit until the erase button is pressed! A child can see the first two lines of a problem, arrive at an answer and then compare it to the correct total by pressing the EQUALS Button.

Specially designed oversized keyboard has 2 rows of numbered keys, ADD, SUBTRACT, EQUALS, ERASE and ON/OFF buttons. Uses 6 C-cells or 9 volt AC adaptor. (batteries and adaptor not included).

Gift box: 7½"H, 8"W, 7"D.
Master carton: 6 pcs., 9 lbs., 2.0 cu. ft.

CTW SESAME STREET

Electronics For Kids From Concept 2000

CONCEPT 2000

TOY FAIR: ROOM 861 200 FIFTH AVE.

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(Circle No. 58 on Reader Inquiry Card)

Think about the Top Name in Character Electronics. Thanks... you're thinking of us!

New!

SESAME STREET SOUND STUDIO PORTABLE CASSETTE RECORDER
Model Number 4901

Bert and Ernie are ready to make you a star with the Sesame Street Sound Studio Cassette Player/Recorder! The removable 3-D Ernie figure holds a real condenser microphone with a 10 ft. cord. Bert sits behind the glass in a sound engineer's booth that's really the cassette compartment. But don't be fooled by the cute design—there's a top quality cassette deck inside that delivers grown-up sound! Solid-state full feature unit includes top-mounted Eject, Fast Forward, Rewind, Play, Stop, and Record Push Buttons, rotary Volume Control and Slide-out Carry Handle, plus Earphone Jack for private listening. Operates on 4 "C" batteries or 6 volt A.C. adaptor (batteries and adaptor not included).

Gift box: 7¾"H, 9⅛"W, 4⅛"D
Master carton: 6 pcs., 20 lbs., 1.1 cu. ft.

New!

BIG BIRD SING-A-LONG BAND AM PORTABLE RADIO
Model Number 4701

Strike up the band! Dixieland's the theme, but Big Bird, Bert & Ernie will play all of your favorite tunes. Take the condenser mike out of its holder and Sing-A-Long... Your voice is amplified over the speaker right along with the AM radio broadcast! Flip a switch—and the unit becomes a PA system. Colorful Sesame Street characters are moulded in soft, squeezable P.V.C. plastic. Ten-foot microphone cord stores in rear of base. Unit has rotary Tuning and Volume Controls, slide Mix/P.A. Switch and handy Carry Strap. Operates on 4 penlite batteries (batteries not included).

Gift box: 11"H, 7"W, 6"D.
Master carton: 12 pcs., 30 lbs., 2.5 cu. ft.

CTW SESAME STREET

Electronics For Kids From Concept 2000

CONCEPT 2000

TOY FAIR: ROOM 861 200 FIFTH AVE.

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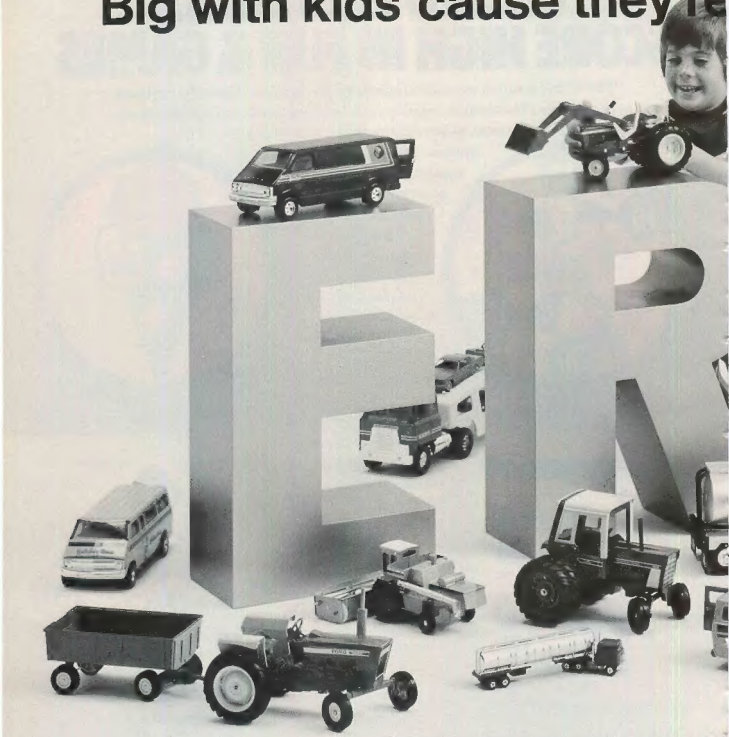
Big with kids 'cause they're



53 new playmates for '77

36 Exciting New Die-Cast Toys. Here's a complete line of die-cast — 12 colorful famous name *Blueprint Replica*™ farm toys, plus 24 additions to the Ertl *Blueprint Miniature*™ selection, including highly detailed trucks and commercial and military aircraft, with lots of working parts.

12 New Steel Over-the-Road Trucks. These gleaming kid-catchers include trucks of all kinds, with a generous helping of popular IH Scout® vans and special vehicles. They're loaded with chrome and lots of working parts. PLUS, they have a wide array of imagination starters such as ladders and trailers and realistic horses, dogs and other animals to help sales along.

5 New 1/25 Scale Plastic Model Kits. They're all spanking

just like the big ones.

new International Harvester trucks. Authentic down to the smallest detail, they include an IH sleeper unit, cement mixer, and a rugged severe service truck. There are also two IH Scout® 4wd rec vehicles. Modelers have asked for these — they're sure to be great movers!

Impact Advertising/Publicity. Aimed at core market households, national consumer four-color print and regional 30-second spot television will deliver upwards of 51 million gross impressions — selling Ertl toys *hard*. Model kit advertising will hit modelers where they live in SCALE MODELER and INTERNATIONAL MODELER. And publicity is projected to reach 30 million potential circulation. Ertl is really going places in '77. Go with Ertl! See us at the Toy Show!

ERTL®

TOYS AND MODEL KITS

The ERTL Company, Dyersville, Iowa 52040
Division of Victor Comptometer Corporation

See us at the Toy Show, Arcade 102, Lobby Floor, Toy Center South

(Circle No. **80** on Reader Inquiry Card)

DON'T WANT TO BE THEY GROW UP.

There isn't a kid on the block who thinks it would be fun to veto a bill or recommend someone for the Supreme Court. He'd rather hit a home run. Throw the winning pass. Be a Big Leaguer. Any old day.

Most youngsters are so wrapped up in sports they can't think of anything else. So it's not surprising that sports stars are their idols.

And that is probably the single most important factor in the success of Johnny Bench Batter Up. Of course it's great batting practice and the best possible training device of its kind. But the fact that it's endorsed by an

honest-to-goodness superstar like Johnny Bench adds glamour to the product and validity to our claims for it. Kids believe. Parents buy.

Now we've come up with another winner, backed by another superstar. Fran Tarkenton's Pass Play.

It's not a toy. Not a game. Not a fad.

What it is, is a realistic (and realistically-priced) practice and training device for kids who want to be better football players. It helps them throw perfect spiral passes, and develop the good "hands" and quick reflexes every pass receiver needs.

And for the retailer, it is a shot in the arm for early fall sales. A strong lead-in to a bigger Christmas season.

It will be on TV in all major markets starting in September, with Fran Tarkenton doing the same kind of sincere and persuasive selling job for it that Johnny Bench has done for Batter Up.

Johnny Bench Batter Up for baseball. Zimm Zamm for tennis, paddleball and other racquet sports. Fonas, the Good Sports. Together, they've been quite a team for you.

Now the team is even stronger, with Fran Tarkenton's Pass Play. Better get your order in soon. Today, for instance. You can order through your rep, or call our toll-free number direct: (800) 245-6888.

After all, wouldn't you rather be rich than be president?

FONAS.®

THE GOOD SPORTS.

P.O. Box 759, Latrobe, Pa. 15650

(Circle No. 17 on Reader Inquiry Card)

MOST YOUNGSTERS PRESIDENT WHEN

Fran Tarkenton and friends in a scene from our new TV commercial for Pass Play.

Batter Up, Zimm Zamm and Pass Play are registered trademarks of Fonas Corporation.

WE SELL MORE CARS THAN FORD, CHRYSLE
CHEVROLET AND BUICK COMBINED.

LESNEY PRODUCTS CORP., 14) W. COMMERCIAL AVENUE, MOONACHIE, NEW JERSEY. (201) 935-3800. A "MATCHBOX" QUALITY PRODUCT.

muskin

Truck Stops

COLTON, Cal. (714) 825-8200
WILKES-BARRIE, Pa. (717) 825-4501

4 WHEELERS

6 Models. Packaged - Bulk - Assorted

NEW ! 6 WHEELERS

Packaged - Bulk - Assorted

TOUGH PLASTIC CONSTRUCTION (Circle No. 87 on Reader Inquiry Card) **SUPER PLAY FEATURES**

BIG

Tandem Delivery Truck

8 WHEELERS

Tandem Shell Truck

Tandem Military Truck

BIG BULL Series

NEW! Skiploader

Dump Truck

Bulk - Packaged

muskin

Showroom – FORMAN AND COMPANY (212) 924-0120
200-5th Avenue, Room 1334 NEW YORK, N.Y. 10010

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(Circle No **18** on Reader Inquiry Card)

Sesame Street has been so successful, we're expanding it.

Eight years ago, Sesame Street was carried by a handful of stations in a few cities. Today, it runs in 6 continents in 7 languages. And every year, its appeal grows.

Why?

Because we introduced a revolutionary idea to educational television.

We believed it was possible for a child to learn without being bored to tears.

Six years ago, we applied the same kind of thinking to a new part of Sesame Street: playthings.

First, we insisted that although they should teach, they had to entertain.

And, like our program, they had to be well made.

Finally, so that as many children as possible could get their hands on them, we asked that the prices be kept low.

You can see the result at Toy Fair.

Just look for the Sesame Street displays at Child Guidance, Colorforms, Concept 2000, Fisher-Price, Friends Industries, Knickerbocker, Milton Bradley, Playskool, Western Publishing and Wilton Enterprises, Inc.

Together, we and the manufacturers have created a line of playthings we can all be proud of.

Playthings that really help children.

Even after the set's been turned off.

1977... Kusan Toy Guns.

Western- WESTERN HERITAGE

No 5227—Frontier Scout Double Holster Assortment
No. 5543—Ramrod Western Heritage Rifle Set

Detective- Detective Hawk 3

No 5726—Hawk Military Set

No 5725—Hawk Tactical Police Set

No. 5711—Hawk Detective Set

Military- ACTION PATROL

No. 3351—Fifty Shot, Action Patrol Rifle

KUSAN® **Kusan, inc.**

New York Showroom: Suite 460, 200 5th Avenue Building, New York N.Y. 10010
Executive Offices: 3206 Belmont Blvd., Nashville TN. 37212

1977.
Kusan gives you three exciting toy gun lines...

WESTERN HERITAGE

ACTION PATROL™

Detective Hawk 3

all from one shipping point!

For 1977, we've got'em all together. Our famous Western Heritage line, the Action Patrol line and an all new Detective Hawk line. Western, military or detective... if you sell toy guns Kusan's got you covered. And all from one central shipping point. Jacksonville, Texas. So turn all your 1977 toy gun business over to your Kusan sales representative. One man. One shipping point. Three great lines. What a great way to make money.

kusan, inc.

New York Showroom: Suite 460, 200 5th Avenue Building, New York, N.Y. 10010
Executive Offices: 3206 Belmont Blvd., Nashville, TN 37212

GREYHOUND

A Buddy L toy is a kid's best friend...

...and yours too!

Buddy L has a simple philosophy. Keeping you and your customers happy! That's our bottom line...making sure you get turnover and profits. Maintaining the widest selection of Trucks and Toys, pegged at the price points you desire most—has been the key to our growth! That philosophy, so successful in '76, has been further expanded into the broadest new BUDDY L line ever for '77,—geared for year 'round impulse sales and fast turns. All with the quality and craftsmanship you and your customers expect from BUDDY L, the pioneer in steel toys! Here is a sampling:

A broad new range of licensed items; Greyhound® Bus, Goodyear® Blimp— and more; American Airlines®, Texaco®, Exxon®, Coca-Cola®, Pepsi-Cola®.

—The totally new Lil Buddy Series Trucks for a Buck! Keep on the right track with new Buddy L Trains, an expanded line of 5 sets;

New line of 6 Custom Vans, Typewriters

Toy Walkie Talkies, Telephone Intercoms

New Cash Registers and Banks, and the handsome New Standard Truck Series, all add up to the most dazzling array of consumer resistance busters you and your customers have ever seen.

And there's more! Thanks to your support, Buddy L's staff and facilities have been expanded for faster servicing which means another "turn" or two for you! So why wait—make Buddy L your first stop. See it now at the HENRY KATZ SHOWROOM, TENTH FLOOR, FIFTH AVENUE BUILDING.

BUDDY L CORPORATION

200 FIFTH AVENUE/NEW YORK, NEW YORK 10010 U.S.A.

WORLDWIDE SALES COVERAGE: HENRY KATZ ORGANIZATION

(Circle No. 95 on Reader Inquiry Card)

PREVIEW 1977

Cuddle up with Elka's quality line of plush friends

Elka is introducing a new line of quality realistic animals, true in every detail, using exclusive plush and fine materials. The basic line will feature over 40 new numbers as well as numerous licensed items.

Cuddly Honey Bunny is 15 inches tall, made of soft precious plush. It has a vinyl face and hands. Youngsters will love to cuddle up to their Honey Bunny anytime they need a friend.

Thumbles are soft and cuddly plush dolls, also with vinyl face and hands. The thumb can be removed from the mouth.

Calico Bully is over two feet long, made in beautiful

PREVIEW 1977

Nylint Vehicles Are Tops

Nylint Corporation is launching its 1977 steel toy line with a variety of new transportation and construction vehicles for children ages 3 and up.

The C-B One is a tough open-top Blazer with dual rear flexible antennas, colorful Citizens Band identifying label, and removable toy microphone.

The Tractor Trailer is large, sleek and detailed. The Husky Grader has special control lever which raises, lowers or tilts blades from inside the realistic operator's cab.

Two dogs, a Pointer and a Beagle, occupy the cargo bed of Nylint's new Cadet Sportsman's Friend. Three-piece Construction Set includes heavy-duty dump truck, bulldozer, and lowboy platform trailer.

For ranch lovers, the Cadet Cattle Farm Set includes pickup, cows, and corral Husky Dump Truck features a hand-operated dumping mechanism. The new medium-sized Dump Truck combines generous hauling capacity with hand-lift dumping action.

The eight piece Race Team Set is really two sets within a set: a sleek sports car towing two Grand Prix racers on a "bunk bed" trailer, and a Cadet Pickup pulling a flat trailer with two motorcycles.

For plenty of detail check out the Cadet Maintenance Dump — just like the real thing! The Pronto Pick-up truck is designed for realism, with detailed interior, plated grille, and snap-action tailgate.

The Blazer has steering wheel plus seating for five. The Safari Wagon features six swing-up, see-in cages in the cargo bed of its pickup truck body. The husky Mobile Crane rounds out the line with its realistic look and operation.

(Circle No. 489 on Reader Inquiry Card)

TOP TO BOTTOM: The Race Team Set consists of eight super pieces. The Safari Wagon features six swing-up, see-in cages. The Blazer has a steering wheel plus seating for five. The Husky Mobile Crane has a realistic look and operation.

Featuring six exciting subjects

These are the stars of the Tru-Dimension series, all with proven popularity among youngsters, all depicted in dramatic new situations through the unusual Tru-Dimension technique.

TRU-DIMENSION

- **To paint.**
- **To put together.**
- **To display with pride.**

KING KONG

BATMAN

SUPERMAN

TARZAN

SPIDERMAN

STAR TREK

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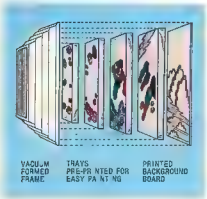
Tarzan © 1977 By Edgar Rice Burroughs, Inc.
Batman © D.C. Comics, Inc 1976
Spiderman © Marvel Comics Group
Superman © D.C. Comics, Inc. 1976
StarTrek © Paramount Pictures Corporation

It's TRU-DIMENSION™ a new creative activity

These Tru-Dimension sets were developed by Colorforms from techniques used by Hollywood animation artists. Each picture is composed of four transparent plastic trays. A different cross-section of the picture to be painted is outlined on each tray. When the painted trays are slipped, without glue, into the appropriate slots of the frame, the picture subject seems to leap to life with a dramatic, 3-D effect. It's now ready to display with pride.

- **Exciting new three-dimensional pictures that seem to leap from their frames.**
- **Easy to paint and assemble, with professional-looking results.**
- **Pre-tested with consumers;**
- **Designed for repeat sales—**



These are the people who can tell you more about the new Tru-Dimension® sets

NEW YORK SHOWROOM
200 Fifth Ave.—Room 917
New York, N.Y. 10010
(212) 691-1487
Barbara Melchiorre

NEW YORK METROPOLITAN AREA
Jack Starr Sales, Inc.
200 Fifth Ave.—Room 913
New York, N.Y. 10010
(212) 929-3881, 3882
Jack Starr, Stanley Seigal

SOUTHEAST
Southeastern Regional Sales
822 Morrow Road
Forest Park, Ga. 30050
Bill Burnham, George Whitesell
Brant Frix, Tony Hampton
Mark Tasman (404) 363-8651

NEW ENGLAND-
UPSTATE NEW YORK
Feldman-Garfinkel Associates, Inc.
200 Fifth Ave.—Room 958
New York, N.Y. 10010
(212) 989-0020
Herb Feldman, Marvin Garfinkel

UPPER MIDWEST
Andersen-Williams Sales Co.
2025 Nicollet Ave. So.
Minneapolis, Minn. 55404
(612) 870-9000
Dave Andersen, Denny Williams

CENTRAL MIDWEST
Brownstein Associates
P.O. Box 8460
St. Louis, Mo. 63132
(314) 432-3451
Harvey Frohlichstein

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(216) 283-0800
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Morton Grove, Ill. 60053
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Al Cohen, Paul Mosenson

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Denver, Colo. 80220
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(602) 964-2875

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Portland, Ore. 97202
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Ronald Anderson,
Garry B. Moreland

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Jack Pearlstein & Co.
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Los Angeles, Calif. 90015
(213) 747-5435
Jack Pearlstein, Mary Pearlstein

SOUTHWEST
Cohen & Stewart Assoc., Inc.
10828 Steppington Drive—Suite 2429
Dallas, Texas 75230
(214) 368-2828
Arnold N. Cohen, Ronald J. Stewart

MIDDLE ATLANTIC
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512 West Lancaster Ave.
Wayne, Pa. 19087
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John Freemann, Jr.
Robert H. Harman,
Fred B. McMaster,
Raymond Kauffman

CANADA
International Games of Canada, Ltd.
3227 Lenworth Drive
Mississauga, Ontario, Canada
(416) 625-0131
Martin O. Stern

NATIONAL SALES OFFICE
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Norwood, New Jersey 07648
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Margie Moss—Assistant National Sales Manager

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—A new creative activity from Colorforms
* PATENT PENDING

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From the people who brought you those profitable stick-ons,

Colorforms Introduces A Whole New Dimension...

LITTLE boo hoo BABY
Sounds like a real Baby

WE KNOW THE TREND-BECAUSE WE SET THE TREND

3D POINT OF SALE DEMONSTRATOR AVAILABLE

Rockabye Lullabye

NEW FOR 77

Patti Cake Patti Cake

Clementine moving musical baby

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U.S. PATENT 3988856

Musical Cradle

ROCK THE CRADLE ♪♫

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CRIES SOFT TEARS
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- Giant and standard size Loc Blocs®
- Choose as many (or as few) as *you* wish
- More fun at lower prices

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"balloon car"
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NEW! ANOTHER IMPERIAL FIRST

FLYING TOYS

TUBBY and CHUBBY™ SKI DIVING TEAM

NO. 1251
Contains Asstd. Bright Color Flyers and Asstd. Bright Color 20" Nylon Parachute.
Hang up Card
6-1/2"x8-1/2"
1 dz. to Shelf Pack
6 dz. to shipper
Wt. of shipper: 13#

Power Prop™ GLIDERS

NO. 343
12 styles asstd.
4 dz. to 10"x7-1/2"x5" display
12 displays to shipper
Wt. of shipper: 17#

Delta Wing™ HANG GLIDERS

NO. 750
4 Wing Styles, Flyer and Flyer Hanger.
Hang up Blister Card
8" x 14"
1/2 dz. to Shelf Pack
4 dz. to Shipper
Wt. of shipper: 8#

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Imperial TOY CORPORATION

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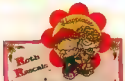
H GREETING CARD DESIGNS . . AS SEEN BY MILLIONS!

Roth Rascals™

HAPPINESS DOLLS

VINYL WITH MOVABLE HEAD AND ROOTED HAIR

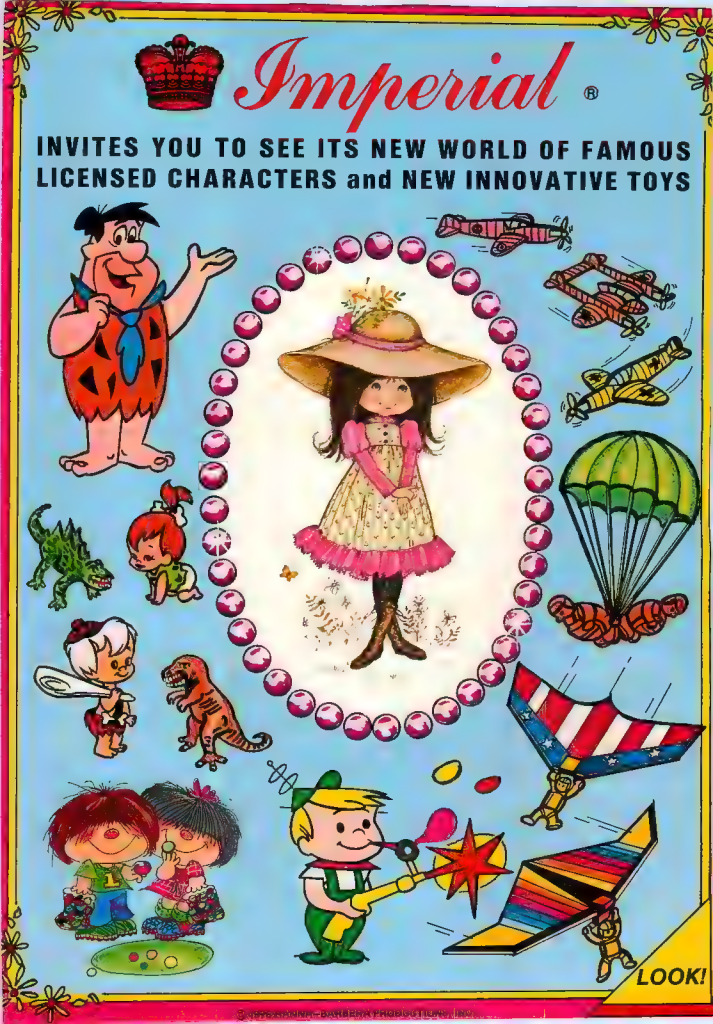


NO. N10
12 Styles Asstd.
2 dz. to 13-1/2"x9-1/2"x5" display
6 displays to shipper
Wt. of shipper: 18#

NO. N11
Each in P.V.C. Bag
w/Base and Header
2-3/4"x7-1/2"
1 dz. Asstd. to Shelf Pack
12 dz. to shipper
Wt. of shipper: 17#

NOVATIVE TOYS at IMPERIAL, Suite 906, 200 FIFTH AVE. BLDG.

LOOK
MORE .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INVITES YOU TO SEE ITS NEW WORLD OF FAMOUS
LICENSED CHARACTERS and NEW INNOVATIVE TOYS
LOOK!

Imperial BRINGS YOU . . ORIGINAL F

AN ORIGINAL

Petticoats and Pantaloons™

Bracelets

NO. 233
Asstd. colors
6 dz. to 8"x6"x2-1/2" display
12 displays to shipper
Wt. of shipper: 12#

NO. 233

Jewelry Set

Realistic PEARL, NECKLACE, EARRINGS, BRACELET

NO. 990
6 Asstd. styles
Hang-up blister card 6"x10"
2 dz. to 12"x10"x3-1/2" display
6 displays to shipper
Wt. of shipper: 13#

NO. 990

SEE! The Entire PETTICOATS and PANTALOONS GIRLS LINE and M

SEE THIS ONE AT TOY FAIR!

AND YOU MIGHT TALK ON THIS ONE ALL YEAR LONG!

LIL' BUDDY TALKING TOY CB RADIO NO. 104.

Kusan introduces CB fun for ages 2 to 6. Toy CB radio features:

- Fold up top with action "screen."
- Adjustable antenna.
- Plug in mike with six different talking CB messages
- Channel selector
- Off-on switch.
- Pop up CB characters.

And Kusan is giving away thirteen realistic CB radios at Toy Fair. One for each Kusan Sales Territory. Just go by Kusan's Showrooms and register during Toy Fair.

"10-4!"

KUSAN, INC.

New York Showroom
Suite 460, 200 5th Avenue Building
New York, N.Y. 10010
Executive Offices.
3206 Belmont Blvd.
Nashville, TN. 37212

Kusan Kusan Kusan

MADE IN USA MADE IN USA MADE IN USA

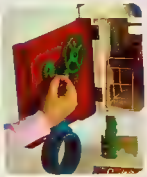
KUSAN'S

Zoodle Land

COTTAGE CLOCK NO. 72.

Kusan's Cottage Clock takes a loveable clock and turns it into a cottage full of fun and surprises. Three Zoodle Cottage Characters, removable furniture and even a giant slide mean hours of Zoodle fun for boys and girls ages 2-7.

NEW FOR '77!



Clock has moveable hands and pendulum makes handy perch

In the cottage live a whole family of original Zoodle cottage characters

The quickest way from the bedroom to the front yard...the slide!

Want to picnic on the balcony, move the furniture outside

KUSAN'S BIG ACTION TOYS

NEW FOR '77!

SUPER PROP NO. 66.

Fast, fast racing action for ages 4 and up. For indoor and outdoor fun. Packed one car to a see thru box. Standard pack assortment features 12 "Flying Wedge" and 12 "Slingshot" racers packed in each master carton.

Hold the racer and turn super prop clock-wise until tight.

Release the prop and the racer at the same time and watch it go!

Kusan Kusan Kusan

MADE IN USA MADE IN USA MADE IN USA

KUSAN'S

Zoodle Land

BEAVER WORK BENCH NO. 155.

Kusan's Beaver Work Bench gives the 2-7 year old a complete "workshop" with all the tools needed for hours of pretend hammering, sawing, drilling and measuring. Includes: Beaver Drill, with three attachments • Removable Vise • Saw • Hammer • Fold-out Rule • Marking Crayon • Built-in Storage Cabinet

NEW FOR '77!

Squeeze the Beaver Drill trigger and drill tip turns.

The saw has safe rounded non-cutting edges

The removable vise opens and closes.

There's a large storage area in the Beaver's "tummie"

KUSAN'S

Zoodle Land

MINI KITCHEN FRIENDS

Zoodleland Mini Stove

Zoodleland Mini Sink

Zoodleland Mini Fridge

MINI STOVE NO. 81—Has removable frying pan and top, spatula, oven rack and top. Oven and warmer doors open. Off/on switches. 4⅝" high, 6⅞" wide, 2¾" deep.

MINI SINK NO 82—Has removable dish drain and towel rack, soap box, sponge and bucket. Storage space under sink. 4½" high, 4¾" wide, 2⅞" deep.

MINI FRIDGE NO. 83—Has removable ice tray, milk carton, storage container and bowl. Freezer and refrigerator area open and close. 6⅝" high, 3⅜" wide, 3⅛" deep

KUSAN KUSAN KUSAN

MADE IN USA MADE IN USA MADE IN USA

KUSAN'S BIG ACTION TOYS

DAREDEVIL THRILL SHOW

NO. 106.

[illegible] fun for ages 4-8. Comes with a star-studded truck that turns into a launch ramp, four daredevil drivers, a "sky-flyer" car, crash blocks and three barrels.

NEW FOR '77

The Daredevil Thrill Show comes to town in this star-studded truck.

At show time the truck becomes the Daredevil launch ramp

Ready for another thrilling jump!

TRUCK'N TOOL KIT NO. 79.

Three toys in one . . . a tool box, a tool van, a tool truck! Fun for ages 4 to 10. Includes two way ratchet that really works and screw driver

NEW FOR '77

Ratchet actually turns bolts to open tool box.

Ratchet and screw driver are used to build tool truck

A few quick turns of the tools and the tool truck becomes a tool Van

Kusan Kusan Kusan

MADE IN USA MADE IN USA MADE IN USA

Extra support you'd expect from the leader in toy trucks

Eye-catching Toyland sign builds year 'round sales and profits

FULL LINE COORDINATED PACKAGIN

Run your own hard-hitting retail ads
using the Tonka Line Art Clipbook and individual Glossies on all Tonka toys

	FIRST QUARTER J F M	SECOND QUARTER A M J	THIRD QUARTER J A S	FOURTH QUARTER O N D
TINY BONUS PROMOTION				
MIX & MATCH PROMOTION				
TV (NETWORK & KEY SPOT HEAVY UP)				
Buggy/Van				
Tonka line				
Tonka action toys				
TINY NATIONAL CASH REFUND				

Order now for maximum results in 1977.

Tonka

Tonka Toys, Toy Division, Tonka Corporation

New for '77

MIX AND MATCH

PROMOTION

Here is a great spring promotion to help you build traffic and sales on Tonka toys

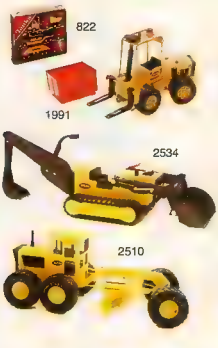
100% Ad Allowance—up to 5% of promotion period shipments

TO DOUBLE YOUR SALES

FEATURE ANY TWO OF THESE FOR A SINGLE PRICE **$0.00** **($9.99)**

FEATURE ANY TWO OF THESE FOR A SINGLE PRICE **$0.00** **($5.99)**

OR OFFER "YOUR CHOICE" OF ANY ONE OF THE FOLLOWING **$0.00** **($5.99)**



Here's how it works:

Advertising period: April 1-July 31, 1977

Order Dates: February 14-June 15, 1977
Orders in-house for promotion items scheduled for shipments during the shipping period will qualify under this promotion

Ship dates: February 14-June 30, 1977

Media Covered: Newspaper, Television, Radio, Direct Mail—catalogs excluded.

Special Ad Allowances

- Tonka will pay 100% of the media cost of the promotion items illustrated in your consumer ads appearing during the period April 1-July 31, 1977.
- The total cost paid by Tonka will not exceed 5% of the net billings of the illustrated items shipped during the promotion period (2/14-6/30/77).
- Advertising must comply with the regular 1977 Tonka Co-Op Program. Ads submitted for payment under this promotion do *not* qualify for Tonka's regular advertising program. However, quantities purchased will count toward net billings for the 1977 Co-Op Program.
- The Tonka Toy logo or Tonka Toy name in bold type must be prominently featured in all ads to qualify for advertising allowances.

Freight Allowance: Standard freight policy applies

Form of Payment: Proof of performance must be submitted together with your media cost. Invoice must be postmarked no later than September 30, 1977 and sent to Tonka Toys, Mound, Minnesota for payment. Payment will be made by invoice credit

Tonka

Tonka Toys, Toy Division, Tonka Corporation

st Tiny Tonka® year ever!

Put this powerful Tiny Tonka® promotion to work this fall

Traffic building advertising

- Full page national color ad in TV Guide during Thanksgiving week
- Plus half page ads in Sunday Supplements in 40 key markets
- Over 32,000,000 refund offers distributed

Cash refund offer—proven sales stimulator

We are offering your customers a big $1.00 cash refund when they purchase any two Tiny Tonka toys. To redeem, your customers simply mail in a coupon by January 31, 1978, along with proof of purchase seals from the Tiny Tonka boxes and we'll send them the cash.

Why refund offers work:

- Test market results showed that Tiny unit sales increased over **56%**, and overall Tonka sales jumped **20%**.
- More than 50% of households take advantage of refund offers.
- Consumers are more responsive to refund offers today than ever before.

Here's your part

- Order in extra product to support the promotion.
- Set up a Tiny Tonka display prominently in your store.
- Use all the point-of-purchase materials provided.
- Tie-in with your own retail ads. And Tonka will support the ad under its regular co-op program.

Order the full line of Tiny Tonka Toys to take full advantage of this special profit opportunity.

Tonka

Tonka Toys, Toy Division, Tonka Corporation

'77 Advertising and Promotion Program

Tonka

really flip over Nite-Glow!

Glow-in-the-dark track stripes, fence, flags and more—plus lighted Silver Streak Cars!

NITE-GLOW

DOUBLE LOOP RACING

All the Nite-Glow features plus Double Loops that really work make this the most exciting racing set ever!

You're gonna

TYCO FOR SURE

Nite-Glow plus triple-level action at the most popular price point will make this the biggest selling racing set in 1977!

NITE-GLOW

ELECTRIC RACING

Funky? You bet! And the kids will love it!

merchandises trains like Tyco!

From the song everyone knows, another Tyco exclusive! The biggest action filled train ever at this popular price!

Nobody

TYCO FOR SURE

Chattanooga Choo-choo

The train all America loves at a new lower price that will make this the biggest selling train set ever!

Our Biggest TYCO FOR SURE

1976

$1,428,000

1977

$2,540,000

Our Biggest Ad Budget: over $2.5 million on trains and racing!

Network TV. Spot TV. Print. All dramatically increased to create total consumer awareness of the great Tyco products.

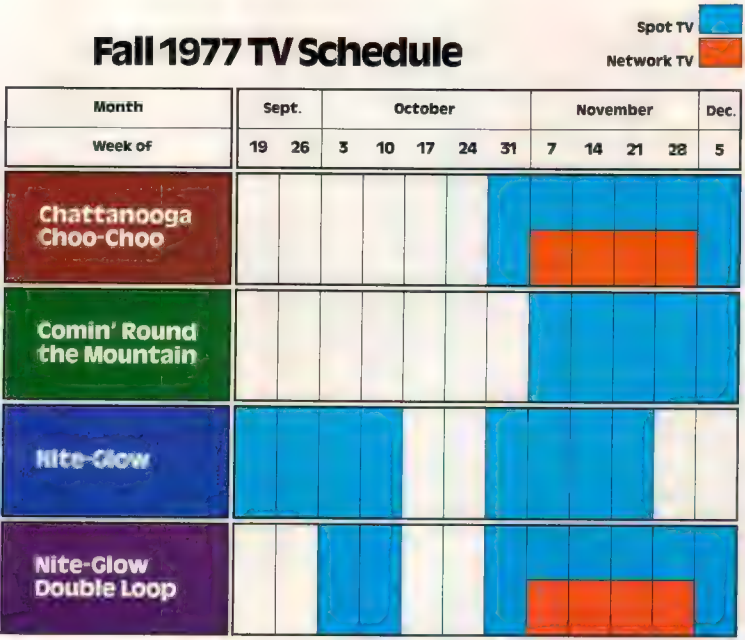
NITE GLOW racing will be on TV beginning September 19! That gives you a solid ten weeks campaign of spot and network TV.

Plus six weeks of spot and network TV on the exciting new Chattanooga Choo-Choo And five weeks of spot TV on the new Comin' Round the Mountain.

Plus print support in such publications as TV GUIDE, BOYS' LIFE, NATIONAL COMICS, and local newspapers.

Ad Budget: over $2.5 Million on Trains and Racing!

Fall 1977 TV Schedule



1977 Tyco Spot TV Markets

New York	San Francisco	Houston	Miami	Grand Rapids
Los Angeles	Washington, D.C.	Atlanta	Cincinnati	Jacksonville
Chicago	Cleveland	Baltimore	Kansas City	Indianapolis
Philadelphia	Pittsburgh	St. Louis	Portland, Ore.	Hartford/New Haven
Boston	Dallas	Seattle	Columbus, Oh.	Omaha
Detroit	Minneapolis	Milwaukee	Salt Lake City	Green Bay

Comin' round the Mountain
ROCK ISLAND LINE
SILVER STREAK
CURVE HUGGERS
NITE-GLO
The Broadway Limited
Chattanooga choo-choo
ROYAL BLUE
TYCO
FOR SURE

TYCO
FOR SURE
Santa Fe
Santa Fe
905
The complete line
you can count on
for year-round
sales and profits!

1/48 SCALE JETS

Revell's Major Expansion
In The Newest & Fastest
Growing Scale Category!
Top Selections Priced Right!

Lockheed F-104 STARFIGHTER H-236

The "Manned Missile" Wingspan: 5 1/2"
Length: 13 5/8" Makes 1 of 2 Versions!

A replica of one of the most futuristic aircraft designs of all time, Revell's STARFIGHTER model will launch a sales sensation! The highly detailed model includes parts and decals to build either a USAF F-104C or a German F-104G

Sep[illegible]

MiG 21 H-237

Supersonic Soviet Interceptor Wingspan: 5 7/8"
Length: 13" Makes 1 of 2 Versions!

Flying for the air forces of today's communist countries, the MiG 21 fills the Soviet need for high performance. It will fill your need for high sales performance! Revell's model of this Soviet interceptor features details and parts to make either the MiG 21 PF (Early) or MiG 21 PF (Late) version.

Se[illegible] Release

F-15 EAGLE H-288

Air Superiority Fighter
Wingspan: 10 5/8" Length: 15 7/8"
Makes Two Different USAF Aircraft!

The most maneuverable fighter ever built, the F-15 Eagle is highly popular. Revell's model of this superior fighter will rate high in popularity and sales! Ready for take off with its many details and features, kit includes markings for 2 different USAF aircraft.

Oct[illegible] Release

McDonnell-Douglas F-4E/F PHANTOM II H-289

Warbird of the Free World Wingspan: 9 9/16"
Length: 15 3/4" Makes 1 of 2 Versions!

One of the most effective warplanes ever produced, the F-4E Phantom II holds fifteen world records. You'll make sales records with this Revell model Among the many features are decals and parts to make either the USAF or Luftwaffe version.

October Release

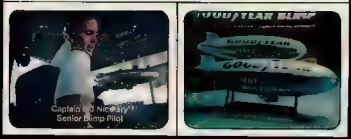
LIGHTED MOVING DISPLAY!

This great electric end cap display is FREE. Ask for details. Build an end cap and watch the crowd's reaction. Blimp sales will boom!

AVAILABLE ON REQUEST

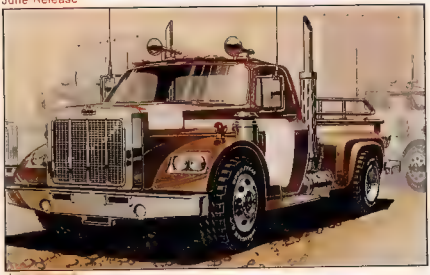
TV COMMERCIAL/ DEMO FILM

A thirty-second commercial that you can use to tell the whole story of the Goodyear Blimp Kit is available upon request on 16mm sound, 35mm sound, or VTR. Use it and watch the customers flock in!

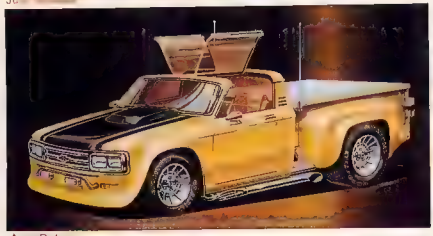


MORE HOT 1/25 CUSTOM VANS & PICK-UPS

June Release



June Release



April Release

CONVOY VAN™
H-1396

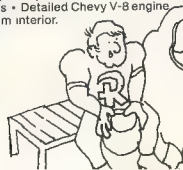
Take a far-out customized van and add a CB radio and a wild print design and you have a BIG 10-4, Good Buddy. This model will lead a convoy of sales with it's super features! • Super macho interior with Wild West decor • Two position rear doors • Tinted windows • Chevy 350 engine • Many custom parts • Custom decal.

SNEAKY PETE™
Custom Pick-up Truck
H-1380

Pete's got the spunk of a pick-em-up with the heavy looks of a big rig. He's a rugged lookin' model that gives you two-fold market appeal! And that means double the sales! • Tilt truck type front fenders, hood, bumper & grill • Clearance lamps • Dual chrome air horns • Opening tailgate • CB radio and dual antennas • Side mounted air cleaners • Authentically detailed Chevy V-8 350 engine.

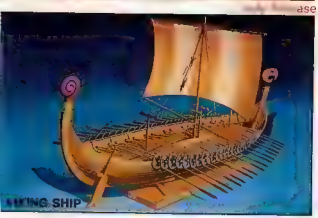
Chevy LUV MACHINE
Street Custom Pick-up
H-1300

A super tricked-up 1/2 ton pick-up that's ready to take the crown as "King of the Haulers". It will be the king of your sales charts too with it's custom features. • Opening hood and tailgate • Custom gullwing roof panels • CB radio and antennas • Detailed Chevy V-8 engine • Custom interior.



REVELL'S NEW QUICK-BUILD SAILING SHIPS!

July Release



October Release

The Fast & Easy Way to Build Professional Looking Models of Beautiful Sailing Vessels.

Our new Quick-Build models offer a new way to build beautifully detailed Sailing Ships in the shortest time. We've made a lot of parts and steps easier so building goes faster. Your turnover will be faster too! Hoist Your Sales With Revell's New Fleet!

Features: • 3-piece hull & deck assembly with large locators • 1-piece ratlines • Textured billowing sails • Snap-on yards • Choice of simple display or authentic rigging.

QUICK-BUILD
U.S.S. CONSTITUTION H-303
"Old Ironsides" Length: 17 1/4"

QUICK-BUILD
CUTTY SARK H-304
"The Fastest Clipper Ship" Length: 15 3/4"

QUICK-BUILD
MAYFLOWER H-307
"The Pilgrim Ship" Length: 14 3/8"

QUICK-BUILD
VIKING SHIP H-326
"Leif Erickson's Viking Ship" Length: 14 1/2"

HOT 1/25 CUSTOM VANS & PICK-UPS

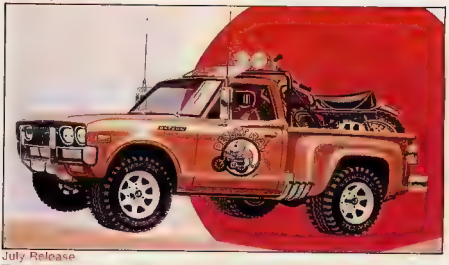
February Release

CHARLIE'S ANGELS H-1397

Mobile Unit Van

A MODEL FROM TELEVISION'S #1 SERIES!

Farrah Fawcett-Majors, Kate Jackson and Jaclyn Smith star as Charlie's Angels, bright, athletic and police trained beauties who work as private detectives in the new ABC hit. Their Mobile Unit Van is equipped for the action and adventure the Angels confront. With the refinements of a rolling boudoir! Packaged complete with the 3 lovely lasses on the face panel, this van kit will make waves in more ways than one!

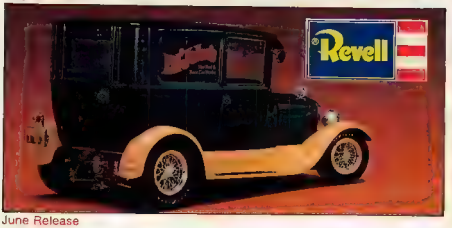


July Release

DATSUN DESERT RAT™ H-1301

With 1/25 Husqvarna Off-Road Bike

Pick-ups and off-road riding rates high in popularity. Revell's new Datsun Desert Pick-up is the best of both worlds with the highly detailed step-side truck and Husqvarna off-road bike. Your sales will be out of this world! Among it's great features are: • Opening hood & tailgate • Motorola CB radio • Off-road roll bar • Chevy V-8 engine and drive train.



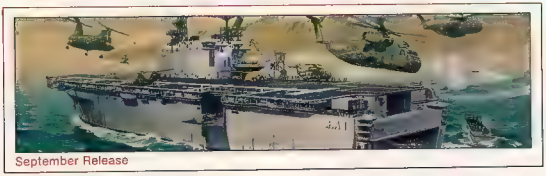
June Release

LIL' JOHN'S '26 T DELIVERY H-1343

Buttera Street Rod #5

This custom truck creation is a solid selection in a proven category. Buttera is a household word among members of today's street fleet. Revell's replica of his latest design will enlarge the successful series and offer another sales sensation. Features: • 3-piece removable hood • Detailed 289 cu. in. Ford engine • Four-wheel independent suspension by Lil' John • Detailed interior • Many chrome parts

POPULAR PRICED NAVAL SHIPS

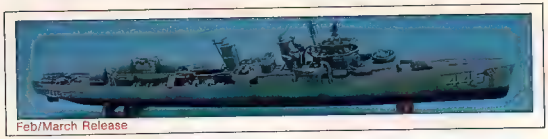


September Release

ASSAULT SHIP USS Tarawa (LHA-1) H-406

The U.S. Navy's New Amphibious Assault Ship
With Helicopters & Landing Craft & Tanks! Length: 13 5/8"

The U.S.S. Tarawa is a new breed of ship which will be "the muscle of America's amphibious forces for many years to come". It will be the muscle of your naval ship model sales! This model of the Navy's latest addition is equipped with all the features of this important vessel. Features that will make your sales important too!



Feb/March Release

U.S.S. FLETCHER H-458

Daring Destroyer of WW II Length: 14 3/4"

An all time favorite, the U.S.S. Fletcher is one of Revell's highly detailed naval vessels. Features decal markings & flag sheet to make either the U.S.S. Fletcher, U.S.S. Radford, or, the U.S.S. Sullivans. Priced right to cruise right off the shelf!

ASSORTMENTS

A-1943	**Two Different Custom Parts Kits**	**(24 pcs.)**
H-1260	Custom Van Parts	12 ea
H-1261	Custom Pick-up Parts	12 ea.
A-1961	**Four Different Snap-Togethers™**	**(24 pcs.)**
H-1125	Rocket Launcher Tank 1/48 Scale	6 ea.
H-1126	German Anti-Aircraft Tank 1/48 Scale	6 ea
H-1128	L.A. Street Machine™ 1/32 Scale	6 ea
H-1127	Custom Chevy Van 1/32 Scale	6 ea.
A-1944	**Two Different 1/25 Scale Cars**	**(12 pcs.)**
H-1301	Datsun Desert Rat™	6 ea.
H-1380	Sneaky Pete™	6 ea.
A-1912	**Three Different Quick-Build Sailing Ships**	**(12 pcs.)**
H-303	Quick-Build U.S.S. Constitution	4 ea
H-304	Quick-Build Cutty Sark	4 ea.
H-307	Quick-Build Mayflower	4 ea.
A-1830	**Two Different 1/48 Scale Planes**	**(12 pcs.)**
H-236	Lockheed F-104 Starfighter	6 ea.
H-237	MiG 21	6 ea.
A-1842	**Two Different 1/48 Scale Planes**	**(12 pcs.)**
H-288	F-15 Eagle	6 ea
H-289	McDonnell-Douglas F-4E Phantom II	6 ea
A-1997	**Two Different Visible Anatomy Series Kits**	**(6 pcs.)**
H-900	The Visible Man	3 ea.
H-901	The Visible Woman	3 ea

83216
Printed in U.S.A.

VISIBLE ANATOMY SERIES

July Release | July Release | April Release

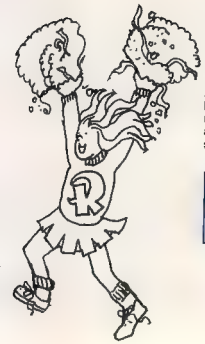
THE VISIBLE MAN H-900

THE VISIBLE WOMAN H-901

Exciting dimensional models of the human body. With skin, skeleton & vital organs. Illustrated 12-page guide written by Medical Experts. VISIBLE WOMAN kit includes optional parts to simulate pregnancy.

HUMAN SKELETON H-903

Glows In The Dark!
Anatomically accurate! Human Skeleton features Movable lower jaw • Movable arms & legs • Skull swivels • Display base & Support.



Life-size HUMAN SKULL H-904

Glows In The Dark!
Anatomically accurate! Human Skull features: • Removable skull cap • Spring action lower jaw • Complete set of teeth.

Revell

April Release

Revell brings you these proven good sellers in newly designed packages! Great learning tools for old and young alike.

GO WITH REVELL!

37* Dynamic Products For 1977

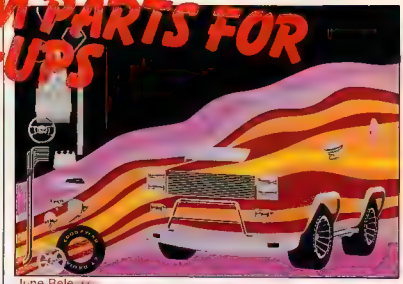
See separate brochure on 6 new Revell/Italaerei items.

CUSTOM PARTS FOR VANS & PICK-UPS

OVER 100 PIECES IN EACH KIT!

Parts Fit Most
1/25 & 1/24 Scale Models

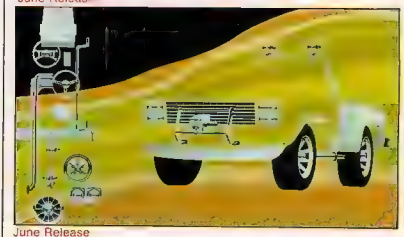
These great accessory kits will help modelers make stock vans and pick-ups into Custom Creations. Original designs! Since they fit most 1/25 & 1/24 scale models they reach a wide market area and that means higher sales for you!



June Release

CUSTOM VAN PARTS H-1260

Features: • 3 types of wheels • 2 types of side pipes • Fender flares • Spoilers • Nerf bars • Driving lamps • Many more parts!



June Release

CUSTOM PICK-UP PARTS H-1261

Features: • 2 custom steering wheels • Step plates • 2 types of headlights • 3 types of wheels • Step-side bed with custom opening tailgate for both full-size and mini pick-ups Plus much, much more!

OPERATING ENGINE MODEL

VISIBLE V8

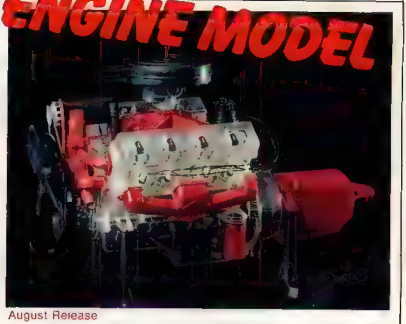
1/4 ACTUAL SIZE!

H-902

Molded In 4 Colors – No Painting Needed!

OVER 100 MOVING PARTS!

Revell has taken one of the best selling items in the industry and given it a fresh new look with a dramatic new package! A consistently good seller, the Visible V8 appeals to a broad and varied market. Demonstrating the movements of a real engine, all sections are easily seen through the transparent engine block.



August Release

Revell

LARGE SCALE CLASSIC

August Release

MERCEDES BENZ 300SL GULLWING

1/12 Scale H-1285 15 1/2" Long Model

This large scale beauty will dazzle your customers and ring up the sales! Elegantly packaged, it's a sensational selection. Features include: • Detailed engine and interior • Opening gullwing doors, hood & trunk • Steering wheel actually turns front wheels!

BIG SCALE VAN

August Release

BIG BAD VAN™ 1/16 Scale H-1290

Vans are BIG and Big is BIG! We put them together and have come out with one of the hottest new items. It's the biggest, baddest, customized van around. Loaded with detail inside and out, it's complete with: • Opening doors & hood • Fender flares, spoiler & wins • Sunroof • Detailed engine • Turnable front wheels Complete interior includes • T set • Reel-to-reel tape deck • Stereo speakers • King-size bed • Room divider • Wina rack with individual wine bottles • Refrigerator • Motorola CB radio • Even the kitchen sink

1/12 SCALE MOTORCYCLE

August Release

Kawasaki KZ900 LTD. H-1520

"King of the Superbikes"

A high performance entry to one of Revell's staple categories, the Kawasaki KZ900 LTD promises to be a high performer in sales too! Every detail of this limited edition super bike has been duplicated in Revell's 1/12 scale model! Includes: • Detailed engine • Flexible control cables, fuel lines & electrical leads • Custom exhaust system • Sport seat & fuel tank.

REVELL SNAP-TOGETHER™ CARS & TANKS

Four new additions to the industry's hottest category! Great way to introduce younger boys & girls to the world of model building! No Gluing! No Painting! For Ages 8 & Up

May Release

May Release

Snap-Together™ CUSTOM CHEVY VAN 1/32 Scale H-1127

A slick little custom van to meet the latest craze. • Bucket seats • Custom grill • Front spoiler • Rear wing • Flared fenders!

Snap-Together™ L.A. STREET MACHINE™ 1/32 Scale H-1128

A fiery little street racer that's a perfect entry to the snap-together series. • CB radio • Custom grill • Detailed interior.

May Release

May Release

Snap-Together™ Sherman ROCKET LAUNCHER 1/48 Scale H-1125

An action ready little tank to please miniature modelers • Turret turns 7.5mm cannon • Rocket launcher goes up & down.

Snap-Together™ Germa ANTI-AIRCRAFT TANK 1/48 Scale H-1126

This German tank is ready to win the battl of sales! • Anti-aircraft guns rotate & elevat • German shield rotates with guns!

REVELL PRESENTS THE GOODYEAR BLIMP!

The most revolutionary design in model kits since the industry began! An Exciting Model of a Popular Subject! Features Lighted Moving Messages!

GOODYEAR BLIMP

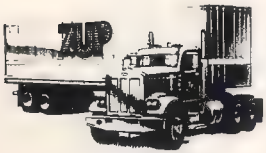
Length: 13 1/2" H-999 July Release

Revell's Goodyear Blimp Model will send sales soaring! It's loaded with features: • Snaps Together • No Glue or Paint Needed • For Ages 9 & Up • A variety of messages that can be personalized • Blank message sheets and colored pens • Electric motor and lights (requires 2 D-cell batteries, not included) • Sits on display stand or can be suspended from the ceiling.

Ask Your Salesmen For The 4-Page Goodyear Blimp Brochure For Full Information On Revell's Blimp Programs.

©1977 by Revell, Inc., Venice, Calif. 90291

T843 1/16 scale '57 Chevy Nomad
(September release)



T781 1/43 scale 7 Up Set
(April release)

G825 1/25 scale Pabst Big Rig set
(August release)
(not available in Virginia)

T420 "Cuckoo Nest" custom Ford van
(March release)

T638 1/48 scale Beech Staggerwing
(June release)

Beat Last Year!
AMT Has What It Takes.

Forty-five new kits, many demanded by your customers, assure that AMT's 1977 line will be your fastest-selling lems From new 1/48 scale aircraft to wild custom vans to Big Rig sets to four more 1/16 scale cars to AMT's new concept the 1/43 scale Mini-Rigs, this year's lineup features the latest state-of-the-art kit design coupled with exciting new packaging. Get your orders in early. AMT is setting the pace for profits in 1977

New Horizons in Hobby Kit Profits from AMT

amt

For your 1977 color catalog, address:
AMT Corp. Dept. PL 0377 • 1225 E. Maple Rd. • Troy, MI 48084

(Circle No. **33** on Reader Inquiry Card)

At Reeves International: expanding and diversifying its marketing role

continued from page 85

is a part of Reeves' desire to offer as great a mix of merchandise as possible to all wholesaling and retailing areas. Fleischmann indicated that he and his staff search the world to find products on which they can put the Reeves stamp.

Actually, expansion is not a new story at Reeves; growth and development has been the underlying philosophy of the company over a period of many years

In order to achieve this growth, Reeves has worked hard at establishing rapport with its retail buyers, at the same time developing a strong jobber network, which now affords national distribution to the Reeves line

The firm watches trends closely Several seasons ago they noticed the doll house furniture category warming up. So, they went out and developed a complete line of miniature furniture. Over a three year period, the firm has more than doubled sales in each successive year

The one-inch scaled merchandise comes out under the name of Reeves Museum Miniatures

A part of all of this excitement at Reeves will be its initial step into television promotions, backing the Corgi Jr line, which has achieved sales success in both the specialty and mass merchandising areas of retail.

The first test for the 30-second spots will air in the metropolitan corridor between Washington and Philadelphia from February, 1977, to Easter week This test will pave the way for future television scheduling

the grabbables

Adorable, sell-on-sight BABYKING squeeze toys have that irresistible grab appeal that make them America's newest grabber-uppers. Made from highest quality soft vinyl, BABYKING Toys are completely safe (non-toxic) for baby to grab, cuddle and nibble

Stock up with BABYKING Toys and watch grab-power increase your sales.

BABYKING Toys retail from 59¢ and up. Immediate delivery available. For information contact your wholesaler or call us collect.

New York Showroom
200 Fifth Ave. Room 313

Regent Baby Products Corp. © 1977

(Circle No. 65 on Reader Inquiry Card)

Bobby Riggs, Biggs Calderhead vie for 15 Love championship

ELK GROVE VILLAGE, ILL. — Tennis hustler Bobby Riggs has accepted the challenge of Canadian champ Biggs Calderhead to meet in a 15 Love North American title match. 15 Love is a new tennis-inspired board game produced by Waddingtons House of Games, Elk Grove Village, Bramalea, Ontario, and England.

Teaching Concept's new game saves endangered wildlife

NEW YORK — Teaching Concepts has announced the publication of a new family game entitled Endangered Species. The game introduces players to some of the world's most fascinating and endangered wild animals

Endangered Species may be played by two to four players, ages 9-adult. The object is to prevent five animals native to one geographic area from becoming extinct. In the game as in real life, this must be accomplished through the establishment of wildlife refuges, and the implementation of programs which stop hunting, commercial exploitation, chemical pollution, and other factors causing the decline of these species. Players must balance budgets, raise funds, and plan strategic moves and counter moves.

The game is available in better toy and department stores.

Jeffrey Powell, the game's inventor, also announced he will donate a full 50 percent of his royalties this year to the World Wildlife Fund, an organization dedicated to saving these animals

EMPIRE
TOYS KIDS LOVE

MULTI-MILLION DOLLAR BUDGET

SUPER TV SPECTACULAR

ROARING
Hot Cycle

$500,000
TV BUDGET

$250,000
TV BUDGET
SUPER TRUCKS
police
$300,000
TV BUDGET
MICKEY MOUSE
© WALT DISNEY PRODUCTIONS
BATMAN
BATCYCLE
BATCYCLE
$350,000
TV BUDGET
© DC COMICS, INC.
EMPIRE
TOYS KIDS LOVE
41 MADISON AVENUE, 27th FLOOR, NEW YORK, N Y. 10010

FUNNY CAPTION CONTEST

starring Avalon Hill's

Brooks Robinson

"C'mon fellows, I know third base is around here some place"
(EXAMPLE CAPTION)
OR
"Well, coach, I've had this arthritis in my back for several years now . . ."

Brooks Robinson, Player-Coach of the **Baltimore Orioles,** doubles as Marketing Coordinator for the **Avalon Hill Game Company.** He is available for in-store promotions and autograph sessions year 'round. Write him NOW for the happy details. Include YOUR funny caption, and be eligible for the following prizes:

- FIRST PRIZE . . . **RCA Television Set**
- 10 SECOND PRIZES . . . one dozen **Avalon Hill games** of your choice —**FREE**—on your next order.
- 100 THIRD PRIZES . . . **autographed photo** of a routine catch by Brooks diving into the 23rd row to spear a game-ending line drive.

CONTEST RULES. Simply send your funny caption in on any old piece of paper—hopefully on an order for Avalon Hill games and address it to Judge Robinson, himself. (You don't have to place an order to be eligible, but it sure will sound funnier if you do).
LIMIT: one caption per contestant.
DEADLINE: postmarked no later than April 31, 1977.

The AVALON HILL Game Company
4517 Harford Road
Baltimore, Md. 21214
301/254-9200

Choose from any of these AVALON HILL GAMES:

STRATEGY GAMES
Gettysburg
Tactics II
D-Day
Waterloo
Afrika Korps
Midway
Battle of the Bulge
Blitzkrieg
War at Sea
Alexander the Great
Wooden Ships
Russian Campaign
SPECIAL PRODUCTS
Witchcraft Ritual Kit
Black Magic R.I.I Kit
Tuf Math Game/Kit
Tuf-bet Game Kit
BOOKCASE GAMES
Shakespeare
Word Power
Stock Market
Kreigspiel
Panzerblitz
Business Strategy
Luftwaffe
Origins of WW II
Richthofen's War
Panzer Leader
Third Reich
Baseball Strategy
Football Strategy
Basketball Strategy
1776
Kingmaker
Diplomacy
Starship Troopers
Arab-Israeli Wars
Tobruk
Outdoor Survival
ASSORTMENTS
Battle Starter Pack
Military Pack
Adult Logic Pack
Family Fun Pack
LEISURE TIME GAMES
BOOKSHELF GAMES
Events
Contigo
Twixt
On-Wah-Ree
Executive Decision
Chess
Go
Point of Law
Acquire
Challenge Football
Challenge Golf
Stocks & Bonds
Ploy
Facts in Five
Feudal
Foil
Image
The Collector
Mr. Who
Challenge Bridge
GAMETTES
Venture
Monad
Foil
Evade
Sleuth
PUZZLERS
Stac-Tac-Toe
Frantix
Hect-x
SPORTS ILLUSTRATED
Paydirt (Pro Football)
College Football
Superstar Baseball
Go For The Green
Track Meet
ALADDIN
Deluxe Tripoples
Barrier
Perplexus
Tripoples
Totally
Ball

(Circle No. 54 on Reader Inquiry Card)

Buddy L Standards... the best in the toy business.

NEW BUDDY L STANDARD TRUCK SERIES

A Buddy L toy is a kid's best friend...and yours too. Cementing this friendship, our new Standard Series Trucks, they're quality crafted of heavy gauge automotive steel and space-age molded parts...all with the latest safety features, too. At Buddy L, our philosophy is simple... keeping kids happy...and your sales rolling. See the exciting, updated line of Brutes, Brute Sets, Standard Series, Big Brutes, Trains, Typewriters and more... the biggest Buddy L line-up ever for 1977. Buddy L Trucks and Toys...built to last...priced to sell!

BUDDY L CORPORATION

200 FIFTH AVENUE/NEW YORK, NEW YORK 10010 U.S.A

WORLDWIDE SALES COVERAGE: HENRY KATZ ORGANIZATION

(Circle No. **19** on Reader Inquiry Card)

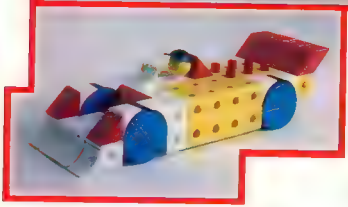
(Circle No. 96 on Reader Inquiry Card)

AT LAST, A NEW BUILDING TOY WITH AN IMPORTANT DIFFERENCE:

EASIER FOR LITTLE HANDS

CONNECT-A-CUBE™

• IMAGINATION IS THE ONLY LIMIT TO CREATIVE PLAY WITH CONNECT-A-CUBE •
• ALL SET SIZES INCLUDE WHEELS AND PEOPLE •
• RECOMMENDED FOR CHILDREN 4 TO 11 •
• MADE FROM BRIGHTLY COLORED, DURABLE, NON-TOXIC PLASTIC •
• FOUR SET SIZES GEARED TO THE MOST POPULAR PRICE POINTS •
• YOU DECIDE HOW MANY YOU WANT •



SET NO. 220
PKG. SIZE: 10" x 4" x 2"
SHRINK WRAPPED
STANDARD PACK: 12

SET NO. 440
PKG. SIZE: 10" x 8" x 2"
SHRINK WRAPPED
STANDARD PACK: 12

SET NO. 660
PKG. SIZE: 10" x 12" x 2"
SHRINK WRAPPED
STANDARD PACK: 6

SET NO. 880
PKG. SIZE: 10" x 16" x 2"
SHRINK WRAPPED
STANDARD PACK: 6

SEE PRICE LIST/ORDER FORM FOR DETAILS OF ASSORTMENTS, WEIGHTS, TERMS AND FREIGHT POLICY.

SYNESTRUCTICS, INC. 9559 IRONDALE AVE. CHATSWORTH, CA 91311 213-882-8500

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Top drivers to be featured in Aurora AFX ad & packaging promotion

HOUSTON — Top race car drivers known throughout the world will spark the new AFX Racing Team from Aurora Eight sets named after famous drivers, including Jackie Stewart, Richard Petty and A J Foyt, and the new Ultra 5 will highlight the line

The team will be prominently featured in advertising, packaging and promotion Aurora notes that each will provide authenticity to AFX racing, already the closest thing to real road racing

In addition to the team, Aurora has named each after a world famous race course. Each set will be prominently identified with one of the racing drivers and his own driving specialty

Jackie Stewart and Richard Petty will be featured this fall in their own AFX commercials on television. A. J. Foyt will endorse the new Ultra 5, AFX's new entry into slotless racing. He will be featured in commercials, promotions and packaging

Aurora's 1977 plans include the largest promotional support program in company history. A spring promotion has been designed to move AFX cars off store shelves. Promotion will have the support of national advertising. Customers who purchase an AFX car, and mail proof-of-purchase cash receipt and $2 to the AFX Racing Team will receive an AFX Magna-Traction car, autographed photo of Stewart, Petty and Foyt, colorful racing decal, and an AFX driver's license

CORGI
EMERGENCY SERIES
Unquestionably the leader in this scale of high quality merchandise. Exciting authentic to the millimeter. Made of precision die cast metal.
Line is comprised of items that fit strong, fast moving categories. Excellent year round volume. Top return per square foot of floor space.
Imported by Reeves International
107 Broadway, New York
The Great Lines are at Reeves.

(Circle No. 22 on Reader Inquiry Card)

Three hobby industry veterans cited with meritorious awards

HOUSTON — Three leaders in the hobby industry have been awarded special citations and life-time memberships by the Hobby Industry of America

Martin Bersted, founder of Bersted's Hobby Craft, received Life-Time Membership, granted to persons with at least ten years in the industry, and who are no longer with the association

Hazel Pearson Williams of Hazel Pearson Handicrafts received the Meritorious Award. Williams, a member of the HIA since 1951, was instrumental in having the name Model Industry Association changed to Hobby Industry Association of America

Edward Manulkin of Sterling Models also received the Meritorious Award for his service as treasurer for the ninth year A member of the HIA since the 1950s he has served as secretary of the model aeronautics and radio/control divisions.

The Meritorious Award is given to one or two persons annually for "devoted and unselfish sevices furthering the progress, aims and ideas" of the HIA

HIA announces booth winners; ten top companies awarded

NEW YORK — Ten companies have been declared winners of the HIA booth award at the recent Hobby Industry Trade Show in Houston

Cited were Northfield Loom receiving the Gold Award for Division, Area Display IPT Eggocentrics received the Silver Award

Woodland Scenics was the recipient of the Gold Award for the single booth while Artistry in Wood captured the Silver Award

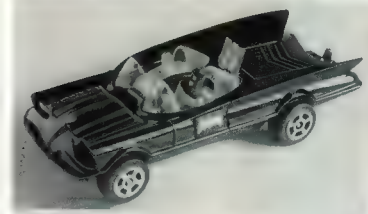
In the category of two or three booths, the Gold Award went to Estes Industries, the Silver to Ship Shop. Stanislaus Imports won the Gold Award for four or more booths, while Lesney Products won the Silver Award for the same category

In the parlors group, X-Acto captured the Gold Award, Revell won the Silver Award

Booth award winners were announced at the Annual Banquet of the 40th Annual Hobby Industry Trade Show

Circle No. 27 on Reader Inquiry Card! ►

THE INCREDIBLE POWERS OF BATMAN



Among the masked marvel's many superhuman exploits there is one that stands above all others.

Eight years ago when Batman crushed all competition, his black and shiny wonder car ...the smashing, slashing, rocket-firing Batmobile, in a flash became the most successful product in die-cast history. Each year since it has made more money than any other item in the entire Corgi line.

His incredible powers are about to be felt again. This time though, it's dynamic, smaller Corgi Juniors. Top quality...under a dollar ...mass market items. The competition cringes!!! Only ours has the remarkable power of Batman.

Will history repeat itself? Don't wait till the next chapter. Order now. Batman always wins.

corgi juniors

Imported by Reeves International 1107 Broadway, New York 10010

(Circle No. **26** on Reader Inquiry Card)

Batman © National Periodical Publications, Inc. 1966

The Great Lines are at Reeves.

SNAP-TITE. SATISFACTION IN A SNAP.

Young and beginning modelers reach for Monogram Snap-Tite® kits because they're neat and easy to build. No gluing is ever required because parts are specially engineered to SNAP together. And they're molded in appropriate colors with action decals included. Modelers will love the easy, accurate construction.

What's more, Monogram has created an extensive line of vans, funny cars, rescue vans and choppers, planes, and armor, just to name a few.

So if you're looking for kits that build repeat business, Monogram Snap-Tite® is a good choice. Fun to construct, great to display. They move in a SNAP.

MONOGRAM

MONOGRAM MODELS, INC.
MORTON GROVE, ILL. 60053

Right. Down to the last detail.

BATMAN'S DEAL

He'll tell you how to win!

As he has done countless times before, the masked marvel has struck the competition a stunning blow. Barely three months on the market and he has already produced a staggering sales result.

Infused with his awesome powers, Batmobile, Batcopter and Batset have suddenly become leaders in die cast sales. Swept along with them an entire Corgi Juniors line.

Corgi Juniors... Price Edge, Quality, and now Batman. What a trio!

Imported by Reeves International Inc. Broadway, New York 10007

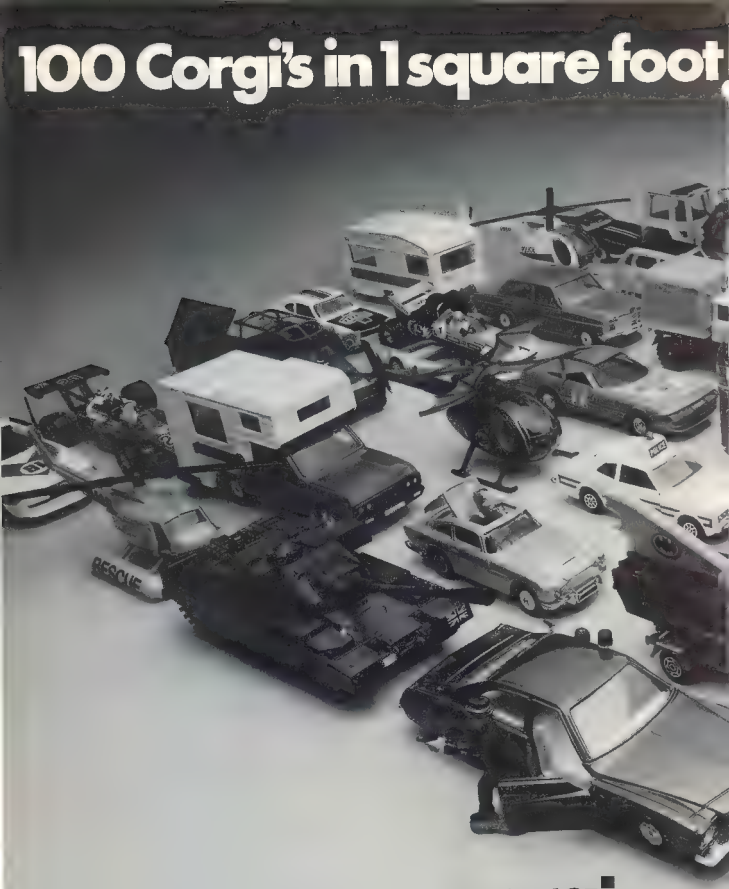
The Great Lines are at Reeves.

(Circle No. 34 on Reader Inquiry Card)

# of floor space can turn over 5 to 7 times with just the barest attention.

(Circle No. 36 on Reader Inquiry Card)

100 Corgi's in 1 square foot



corgi

The Great Lines are at Reeves

Imported by Reeves International 1107 Broadway, New York 100

At Reeves International: expanding and diversifying its marketing role

PEQUANOCK, N.J. — The great lines are at Reeves.

So goes the copy in the importer's advertising campaign — and justly so when you study their lineup — the Corgi die-cast toys, the Steiff stuffed animals, trains from Marklin, dolls from Furga, Britain's finely detailed miniature soldiers and animals, and the pulltoys from Kouvalias

Now, the great lines have necessitated a new expansion program at the firm's distribution facilities in northern New Jersey Construction will start next sprng on a 35,000 square-foot addition to the existing 35,000 square-foot structure. An unusual feature of the new building will be a ceiling height of 35 feet

The additional space will provide for warehousing, shipping, and some packaging. A new computer center is part of the construction program, which also calls for an almost complete rearrangement of the present office space

The expansion at Reeves is part and

Corgi die-cast models

parcel of the company's diversified role as one of the country's most important distributors and importers of toy and hobby goods.

The firm works closely with its foreign sources to establish a strong Reeves identity in its product line. Consequently, it strongly influences the manufacturers in such areas as design and packaging

"We are trying to make our factories more aware of what's going on in the U.S market," remarks Werner J. Fleischmann, president of Reeves

He says that toymakers abroad are sometimes not aware of what they should be doing for U.S. needs

Frequently, the American firm's advice has paid off for manufacturers in their own home markets as well The makers of Corgi toys, for example, have learned that suggested changes in the packaging of the Batman vehicle have resulted in more potent sales of the item in the U K market

In this case, Reeves suggested they enhance the identity of the product by adding an illustration of the famous comic book hero on the outside of the package and giving greater emphasis to the Batman character and name.

The problem, Fleischmann points out, springs from the fact that many European manufacturers look almost exclusively at the product and ignore the packaging

"The package is not important to them," says Fleischmann

Recently, Reeves has also gone into the mass market

"We are moving very selectively into the mass market and we are definitely not abandoning our old service-oriented philosophy," the president remarks

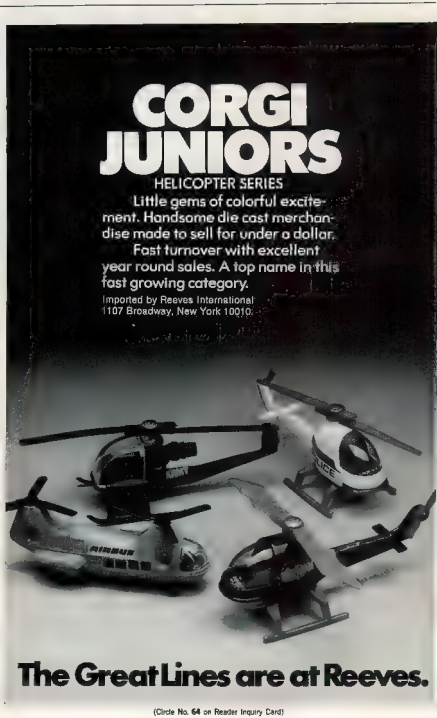
To assure hefty sales, the firm has developed a series of point-of-purchase displays, including both self-service countertop and floor merchandisers

"Mass merchandising has nothing to do with our quality image, which we will always jealously guard," stresses Fleischmann

Four or five of the firm's lines now go into mass merchandising outlets

In fact, the move into the mass market

(continued on page 34)


CORGI
JUNIORS
HELICOPTER SERIES
Little gems of colorful excitement. Handsome die cast merchandise made to sell for under a dollar.
Fast turnover with excellent year round sales. A top name in this fast growing category.
Imported by Reeves International
1107 Broadway, New York 10010.
AIRBUS
The Great Lines are at Reeves.

(Circle No. 64 on Reader Inquiry Card)

Seven new models soar into San Francisco Kite Factory's International Collection

SAN MATEO, CALIF — The San Francisco Kite Factory's International Collection features seven distinct models, some imported, and others of its own manufacture.

SFKG presents its new floor display which features 84 kites and 48 assorted lines

The imports include a multi-disced Centipede from Japan, a colorful rice paper and bamboo Taiwanese Butterfly and a Brazilian Eagle, made with cloth

The four kits made domestically utilize a practically indestructible synthetic material from Dupont called Tyvek. These kits, including the 35-foot long Sky Dragons and Sun Chasers, a multi-tentacled, 6-foot Octopus and an inexpensive, easy-to-fly sled, are all handout, constructed, pre-assembled, and individually packaged

Each merchandiser contains a total of 84 kites and 48 assorted lines, including an exclusive, single piece, plastic molded spool model

The International Collection from the San Francisco Kite Factory is represented on the West Coast by Western States Sales and Marketing, headquartered in Anaheim, California. Representing selected Eastern markets is Shelley Weiner Company

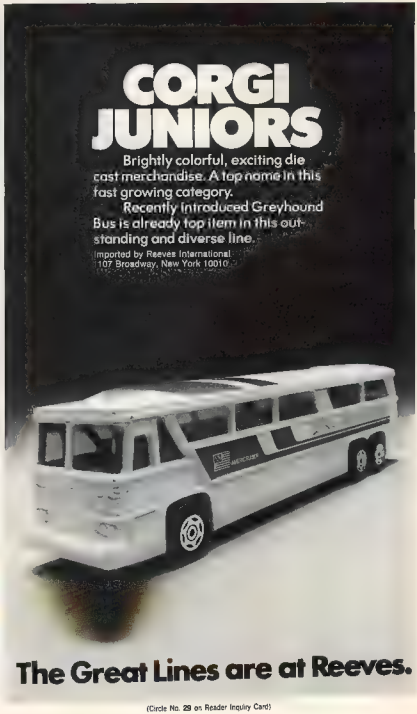
Display racks for Fabulon available from Sangray

PUEBLO, COLO — Three sizes of racks and merchandise assortments are available from Sangray Corporation to display Fabulon, a new product which can be used to turn printed material of almost every kind into iron-on transfers.

All Fabulon display racks are made of very strong high impact black styrene panels Each display features an actual finished sample swatch decorated with Fabulon. The single panel and two panel displays can be used either as a counter or wall display which features two finished samples.

Double-pinked edge added to Rennoc Christmas stockings

SOUTH WINELAND, N.J. — When Santa comes to stuff kiddies' stockings, he just might put more in than he had intended, because of the sprightly appeal of Rennoc's double-pinked stockings with flocked appliques. Sizes of the #371 stocking series range from 5¼ inches to 19 inches.


CORGI
JUNIORS
Brightly colorful, exciting die cast merchandise. A top name in this fast growing category.
Recently introduced Greyhound Bus is already top item in this outstanding and diverse line.
Imported by Reeves International
107 Broadway, New York 10010
The Great Lines are at Reeves.
(Circle No. 29 on Reader Inquiry Card)

THE HOT ONES

These 3 best-selling Daisy® toys can round up higher sales for you.

With their famous name and quality, realistic "flavor", attractive packaging, and competitive pricing, Daisy® Toys belong in every toy department — But especially these three, the hottest-selling toys in the whole line. These leaders move.

For complete information on Daisy® Toys, see your Daisy®/Ertl® Toy salesman. When in New York, have a look at the complete line on display at 200 Fifth Avenue, Arcade 102.

ORDER YOUR 1977 CATALOG TODAY.

IT'S A Daisy® TOY SINCE 1886

Daisy Division of Victor Comptometer Corporation
Rogers, Arkansas 72756
In Canada: Victor Recreation Products Ltd
Cambridge, Ontario N3H4T9

(Circle No. 76 on Reader Inquiry Card)

NYC youth wins Wham-O's World Frisbee contest

SAN GABRIEL CALIF. — Fifteen-year-old Krae Van Sickle of New York City receives a $1000 savings bond and a World Class Frisbee from New York City Department of Parks & Recreation Commissioner Martin Lang for winning the 1976-1977 World Junior Frisbee Championship in which over 1 2 million youngsters age 15 and under participated last summer in 726 U.S. and Canadian cities. This was the ninth year of the championship cosponsored by Park & Recreation Departments and by the Wham-O Manufacturing Company.

Mabuchi Motor Company Ltd. forms U.S. subsidiary in N.Y.

NEW YORK — Mabuchi Motor Co Ltd., the manufacturer and distributor of small D C motors, recently announced the establishment of a fully-owned subsidiary company in the United States called Mabuchi Motor America Corporation

Mabuchi Motor manufactures 75 percent of the world's small D.C motors, and has more than 680 patents in this field Their small D.C motors are used worldwide to supply power for a variety of electrical equipment which include toys and miniature models.

The American subsidiary is at 475 Park Avenue South, New York, N.Y. 10016

Mabuchi Motor American will meet the growing needs in the United States market as well as further expand the marketng of Mabuchi products. In addition, it will enable Mabuchi to provide direct and prompt customer service in the United States

During the past few decades Mabuchi's small D C. motors have been increasing as the moving power for electrical equipment in the U.S and Europe. Currently, export sales for the company account for 86 percent of Mabuchi's annual turnover, and the U.S. accounts for 60 percent of this.

These 3 best-selling Daisy® toys can round up higher sales for you.

With their famous name and quality, realistic "flavor", attractive packaging, and competitive pricing, Daisy® Toys belong in every toy department. — But especially these three, the hottest-selling toys in the whole line. These leaders move For complete information on Daisy® Toys, see your Daisy® Ertl® Toy salesman. When in New York, have a look at the complete line on display at 200 Fifth Avenue, Arcade 102.

Daisy® Toy Tray Daisy® Roller Pump Rifle Daisy® Toy Gun Daisy® Super Pump Rifle Daisy® Toy Rifle Image Western Colonial

ORDER YOUR 1977 CATALOG TODAY

It's a Daisy® TOY SINCE 1886

Daisy Products Victor Comptometer Corporation Rogers, Arkansas 72756 In Canada: Victor Recreation Products Ltd. Cambridge, Ontario N3H4T8

(Circle No. 31 on Reader Inquiry Card)

Playthings

NEWS

The record of what's been going on with retailers, wholesalers and manufacturers

TV Songstress Dolly Parton meets 'match' at Goldberger

NEW YORK — Mel Rosenblum, sales manager for Goldberger Doll, meets with popular country and pop singer Dolly Parton on her recent visit to New York to promote the new Dolly Parton Doll, the only country and western personality doll. Dolly's television show appears on 130 markets across the United States. Goldberger's fashion doll, modeled on the famous TV star, comes with an extensive line of Dolly Parton costumes.

Joseph Fettman, Eugene head, dead; doll industry pioneer

NEW YORK — Joseph Fettman, president of Eugene Doll & Novelty Company, died at the age of 66 at New York Hospital

Fettman was one of the pioneers of the doll manufacturing industry in the United States He had been very active in charitable and philanthropic circles in and out of the toy industry

Fettman is survived by his daughter, Lorie

The Eugene Doll & Novelty Company will continue under the present management

Boosales to head GM's Fundimensions unit

MINNEAPOLIS — James T. Boosales has been named president of the Fundimensions Division of General Mills' Craft, Game and Toy Group

Fundimensions, headquartered in Mt Clemens, Michigan, produces and markets MPC hobby kits, Craft Master paint-by-number kits, and Lionel trains and race car sets

Boosales has been vice-president, marketing at Parker Brothers in Salem, Massachusetts, for the past year, after serving as vice-president/operations at Parker from 1974-76.

He joined GM in 1967 in the company's information systems planning department and, the following year, joined the controller's staff of the Craft, Game, and Toy Group

In 1969, he was named manager of budgets and analysis for Parker, and was promoted to controller in 1972

Boosales was graduated from Columbia University in 1966 with an A B degree in economics. He received a master of business administration degree in marketing from the University of Chicago in 1968

Memorial dinner salutes Nathan Greenman

NEW YORK — The toy industry paid a special tribute to the late Nathan Greenman, president of Greenman Brothers, a large wholesaling firm based in New York. The occasion was a dinner given by the Toy and Allied Industries Division of State of Israel Bonds at the Waldorf-Astoria. More than $500,000 in Israel Bonds were purchased at the dinner, at which Mr. Greenman's widow Elsie was presented the United Jerusalem Award in tribute to her husband's leadership in the Bond campaign. Shown above with Mrs. Greenman are Bernard Greenman (bottom left), who succeeded his brother as president of Greenman Brothers, and Harvey P. Davis (bottom right), associate chairman of the Greater New York Israel Bond campaign Top row (from left) are. Alan Chaikin, merchandise manager of Greenman's and dinner co-chairman; Abe Schack, president of A. Schack; Stan Juster, merchandise manager and executive vice-president of J&R Toys, campaign chairmen; and Sy Ziv, senior vice-president and general merchandise manager of Toys R Us, dinner co-chairman.

PREVIEW 1977

Dolly's a doll at Goldberger

Dolly Parton, the Country Music Association's leading female vocalist for the last two years, is the model for Goldberger Doll Manufacturing Company's new 12-inch poseable doll.

The new doll is dressed in Miss Parton's favorite costume, and other glamorous, show-time costumes will be available separately.

It's still Howdy Doody time at Goldberger, with the addition of a 19-inch, stuffed rag doll version of the TV character to its line. The firm also makes three other Howdy Doody dolls.

(Circle No. 466 on Reader Inquiry Card)

Country singer Dolly Parton is a star at Goldberger Doll.

PREVIEW 1977

Synergistics is on target

Synergistics Research Corporation has brought Snoopy and the Peanuts gang to its line of safe Velcro Ball Darts games.

The silk screened multi-colored plush target is 15 inches by 17 inches, and comes with three color-coordinated Velcro covered balls. Players can score from five to 50 points with each throw.

(Circle No. 467 on Reader Inquiry Card)

Snoopy is featured on Synergistics' line of Velcro Ball Darts.

PREVIEW 1977

Leather is featured by Walco

Precut leather shapes make it easy to emboss key rings, watch fobs, bracelets, and rings in a new craft kit from Walco Toy Co. The kit includes everything needed to transfer the designs onto the leather, to emboss, and to tan.

Other new items from Walco include a plant hanger kit, earth clay jewelry craft, macrame kits, crocheting kits, sand jewelry craft, doll house wood craft outfits, and Indian beadcraft.

(Circle No. 468 on Reader Inquiry Card)

Ages 9 and up can emboss leather items with Walco's new kit.

DURHAM INDUSTRIES, INC.
PRESENTS: Walt Disney ON PARADE!

NO. 1978 6 INCH DISNEY FIGURES

NO. 1525 MICKEY MOUSE GLIDER PLANE & LAUNCHER

NO. 1648 MICKEY MOUSE CLOGS

NO. 1515 DISNEY PARACHUTIST

See our full line of merchandise at our new location . 41 Madison Avenue, N.Y., N.Y. 10010/25th Floor

© Walt Disney Productions

(Circle No. 42 on Reader Inquiry Card

LLY ROLLING

Monster Mania™

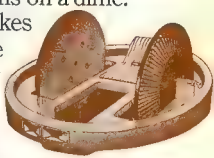
Kids love monsters and here's a different and exciting way for them to create special monsters that are all their own—while they enjoy playing a fast moving game. Monster Mania can keep a whole roomful of children captivated and involved for hours.

Guns That Are Right On The Mark

Marx is back in the gun business with authentic, life-like replicas of famous guns built for action. Each gun is individually packaged and displayed with four-color, eye-catching, vivid graphics. And the package tells the history of each famous gun.

Take A Ride On A Wiz Wheel™

Here's one of the most fun to ride and spin wheel goods of 1977. Seated between the two giant wheels, the child handpowers himself forward, backward, and takes turns on a dime. Wiz Wheel takes kids for a ride that's nothing but fun.



That's Just Part Of The Action For '77

This year Marx sells the 10 millionth Big Wheel® - the super sales success that's already become a toy classic. When you see the complete line of Marx Toys at the Toy Fair, you're going to know that Marx is really rolling.

Superman, Batman, Registered Properties of D.C. Comics Inc.
Spiderman, Captain America, Registered Properties of Marvel Comics Group

MARX IS REALLY ROLLING

Louis Marx Company, Inc., 45 Church Street, Stamford, Conn.
New Showroom—41 Madison Avenue (Merchandise Mart)
30th Floor, New York, N.Y

(Circle No. 10 on Reader Inquiry Card)

Eagle had to get a new showroom....

...to show you all that's new for '77

And much, much more. So much new and exciting, we've moved it all into a new Eagle Showroom — to make it easy for you to see and appreciate all that Eagle is today.

See it at the new, permanent Eagle Showroom, Toy Center North Suite 210, 2nd Floor, 1107 Broadway, New York, N. Y.

Eagle
a member of Brown Group Inc
710 ORANGE STREET, ASHLAND, OHIO 44805

(Circle No. 11 on Reader Inquiry Card.)

ERTL die-cast Blueprint Miniature™ toys for '77!

for kids who flip over details

Highly-detailed die-cast metal miniatures have a unique fascination for both young and old—but especially kids.

That's something Ertl has learned in over 30 years of toy making, and it's the reason we have now expanded our selection of miniatures beyond anything offered before. Here are 34 colorful eye-catching, kid-catching toys, which include not only modern and antique tractors, but a great selection of popular trucks and airplanes, too.

And they all bear the famous Blueprint Miniature brand, which means each one is a faithful replica finished in authentic colors. They're great for collectors or for play.

Ertl Blueprint Miniature toys are available in fast-selling assortments in merchandising packages which hang on a rack or sit on the counter. They're packaged and priced for year-round impulse buying. Kids can't resist them—better order your assortments *now*.

ERTL
BLUEPRINT
MINIATURE

The ERTL Company, Dyersville, Iowa 52040
Division Victor Comptometer Corporation

Circle No. 23 on Reader Inquiry Cards

ERTL die-cast Blueprint Miniature™ toys for '77!

for kids who flip over details

Highly-detailed die-cast metal miniatures have a unique fascination for both young and old—but especially kids.

That's something Ertl has learned in over 30 years of toy making, and it's the reason we have now expanded our selection of miniatures beyond anything offered before. Here are 34 colorful eye-catching, kid-catching toys, which include not only modern and antique tractors, but a great selection of popular trucks and airplanes, too.

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ERTL BLUEPRINT MINIATURE

See us at the Toy Show, Arcade 102, Lobby Floor, Toy Center South

The ERTL Company, Dyersville, Iowa 52040
Division Victor Comptometer Corporation

(Circle No. **82** on Reader Inquiry Card)

Let's Have a Party!

with

AN ORIGINAL EUGENE CREATION

The doll of her dreams.

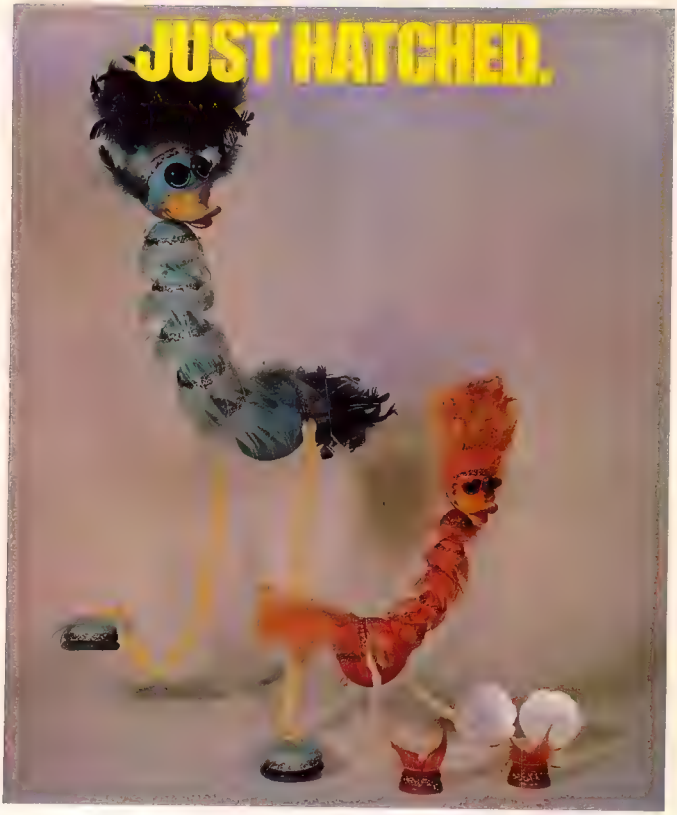
BLOWS *BALLOONS*

BLOWS *PARTY FAVORS*

BLOWS *BUBBLES*

EUGENE DOLL & NOVELTY CO., INC.
200 FIFTH AVENUE, NEW YORK, N.Y. 10010 (212) 675-8020 RM. 828

(Circle No. 26 on Reader Inquiry Card)



After our fantastic year with My Pet,™ the loveable, shimmering, shaking bird on a string, we just hatched Lil-Pet.™ Just a smaller version, but born to move greater profits for you.

Give us a call and see what else is hatching at Golden Crown Enterprises, Inc.

GOLDEN CROWN ENTERPRISES, INC.

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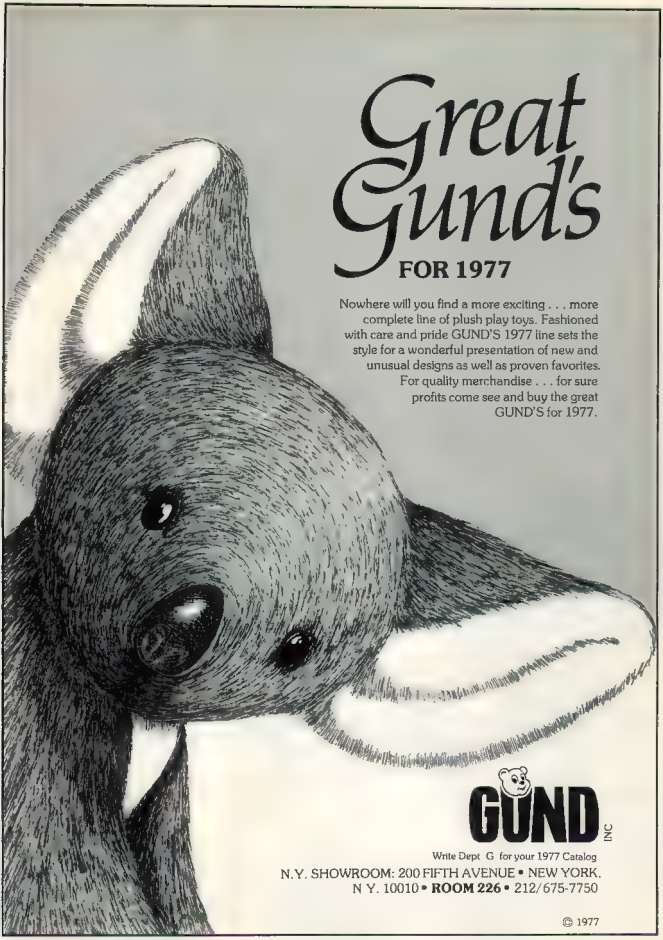
TELEPHONE: (415) 573-5924 • TELEX: 331-465 MAGICDART FTCY
TOLL FREE: 800-227-6938
(Formerly EAST-WEST TRADING COMPANY)


Great Gund's
FOR 1977
Nowhere will you find a more exciting . . . more complete line of plush play toys. Fashioned with care and pride GUND'S 1977 line sets the style for a wonderful presentation of new and unusual designs as well as proven favorites. For quality merchandise . . . for sure profits come see and buy the great GUND'S for 1977.
GUND INC
Write Dept G for your 1977 Catalog
N.Y. SHOWROOM: 200 FIFTH AVENUE • NEW YORK, N Y. 10010 • ROOM 226 • 212/675-7750
© 1977

(Circle No. 5 on Reader Inquiry Card)

Chilton Tells How-To

Four great new craft book titles are a featured part of Chilton Books' new line.

Paper Flowers is a step-by-step guide to designing, constructing and arranging paper flowers.

Discover the exciting art of Can Crafts, safe, economical and fun for the entire family. The craftbook shows how to transform recycled cans into attractive and useful items

Design And Sell Toys, Games & Crafts gives all the hows and whys, do's and dont's of developing, marketing and protecting an idea for a toy, game or craft

The Book of Miniatures Furniture and Accessories is devoted to the creation of the miniature, consisting of all the odds and ends that help make a wee room livable and lovable.

(Circle No. 516 on Reader Inquiry Card)

Paper Flowers is one of four great new craft books from Chilton Books' new line.

Peerless models its kits

Peerless/Kyosho introduces the Spearfish R/C Cabin Cruiser for hobby kit enthusiasts. An authentically scaled model, kit comes complete with two Mabuchi 6 volt DC motors, drive unit, scale metal fittings and all necessary parts to construct this beautiful boat.

For lovers of the high seas, the new Sydney R/C Sailing Yacht is a beautifully designed and detailed model sailing kit. It has a pre-finished ABS vacuum-formed hull, cabin, and hatch with a minimum of trimming. The kit comes with easy-to-follow step-by-step instructions that keep difficult operations to a minimum.

Also new from Peerless are two R/C accessories for use with electric marine drives. Speed Control was designed for use with the Peerless Capri and Spearfish electric motor cruisers, but works equally well with the marine drive motor and similar 12 volt DC motors. Noise Killer is a noise suppressor to be used with electric motors for R/C models

(Circle No. 514 on Reader Inquiry Card)

Sydney R/C Sailing Yacht is a beautifully designed and detailed model sailing kit from Peerless/Kyosho.

PREVIEW 1977

Hasbro '77 lineup appeals to all ages and tastes

Hasbro has got something for everyone in its 1977 lineup. For action lovers, G.I. Joe has a new incarnation — Super Joe. All the members of the futuristic Super Joe Adventure Team have fantastic new powers, ranging from the one-two punch to beams of light that stun their adversaries. A sci-fi like rocket command vehicle is also part of the product line.

For fans of Charlie's Angels, TV's superwomen, Hasbro introduces the new Charlie's Angels dolls, replicas of the three glamorous starlets, complete with fashions and accessories

New for fans of the soft and cuddlies, Hasbro has given Amanda and Annabel a brand new baby brother, Alfie, with the same fine nostalgic features, machine washable Tearful Teddy is the first teddy bear to cry real tears, after he drinks from his "honey bottle."

Bedtime Digger is a soft, machine washable version of the firm's well-loved Digger The Dog. Lil' Digger is a pup who runs and runs on just a little push.

Two other new great items in the famed Weebles category for preschoolers are the The Circus and the Super Weeble Adventure. Circus includes a trapeze, cannon, stilts, trampoline plus three character Weebles. Adventure features Walter Weeble, a man with two identities — ice cream man and Super Weeble, protector of Weebleville

Mickey is back in Mickey Mouse's Magic Kingdom, which combines the appeal of Disneyland's Magic Kingdom with the charm of the Weebles. Set features Mickey, Donald Duck and Goofy plus three famous Disneyland rides. Dancing Donald Duck does a two-step when you squeeze his hands one at a time. No batteries needed — he runs on love!

After three phenomenal sales years, famous Ricochet Racer has been improved to include a triple action mechanism that allows three cars to be launched in succession without reloading. The item is called Repeatin' Ricochet Racer Tracer Set. The Lite Blaster Shooting Gallery recreates all the fun of a penny arcade without dangerous missiles and projectiles.

For young cooks, the Play 'N Make Kitchen Center is a complete kitchen center for pretend and real cooking. Water twirls and twirls to simulate boiling and a blender operates to whip up Kool Aid treats. The Frosty Sno Man Sno Cone Machine has been given a new look for 1977 with the addition of Kool-Aid.

In the area of crafts, Hasbro is introducing two exciting new concepts. The Bead Factory allows youngsters to make beads and fashion them into jewelry from start to finish. Make The Headlines allows children and adults to create their own personalized headlines with pre-cut adhesive-backed letters

(Circle No. 515 on Reader Inquiry Card)

TOP LEFT: Futuristic new Super G.I. Joe Adventure Team has fantastic new powers. TOP CENTER: Mickey Mouse's Magic Kingdom is new in the Weebles line. TOP RIGHT: Bedtime Digger is soft and cuddly BOTTOM LEFT. Tearful Teddy is the first Teddy bear to cry real tears. BOTTOM CENTER: Dancing Donald Duck does a two-step when you squeeze his hands one at a time. BOTTOM RIGHT: Charlie's Angels dolls are replicas of the three glamorous starlets, complete with fashions and play environments.

HEDSTROM WHEELS KEEP TURNING

You get more turns with Hedstrom Pre-School Wheel Toys for many important reasons.

There's the superior quality of Hedstrom's New Moto-Kar, Kiddie® Scooter, Kiddie® Cycle, Kiddie Kar® and Kiddie® Wagon. All with visible quality construction like rugged tubular steel frames and handle bars, molded plastic wheels and smooth, comfortable seats.

Attractive styling with functional design adds further sales appeal. The sleek styling of the Moto-Kar. The low-slung design of the Kiddie Cycle. And the Kiddie Wagon which doubles as a riding or pull toy for extra play value.

Hedstrom Pre-School Wheel toys are self-merchandising. The Kiddie Scooter, Kiddie Wagon, Kiddie Kar and Kiddie Cycle are packed in display cartons complete with self-selling litho labels.

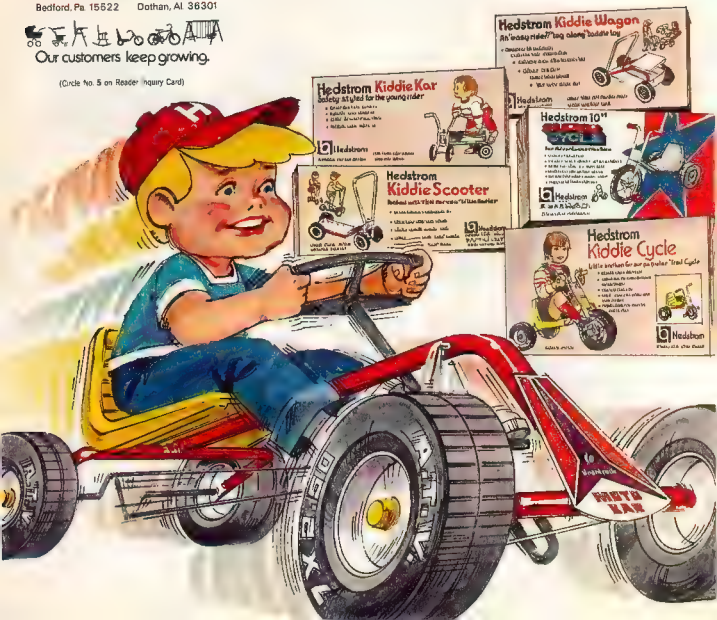
Hedstrom quality, attractive styling, functional design and self-merchandising mean more turns and greater profit. For complete information contact your Hedstrom representative or write direct.

The Hedstrom Company,
Bedford, Pennsylvania 15522
Dothan, Alabama 36301.

Hedstrom
a member of Brown Group Inc
Bedford, Pa. 15522 Dothan, Al. 36301

Our customers keep growing.

(Circle No. 5 on Reader Inquiry Card)

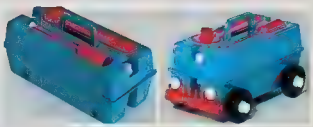


Kusan's Truck'N Tool Kit. A take-apart toy that puts together profits.

The surest way to profits for your business is to put together a product mix of items that creates sales traffic and generates profits.

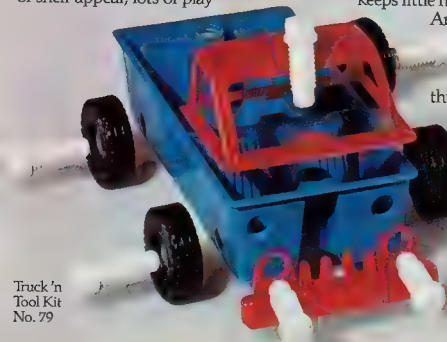
At Kusan we realize that sales traffic and profits don't always go hand-in-hand. That those "hot items" may bring you traffic but their profit-to-sales ratio is marginal.

We also understand why you back those "hot items" with toys that have plenty of shelf appeal, lots of play value and a good profit return on sales.



That's why we create toys like the Truck 'N Tool Kit. It's three toys in one and keeps little hands and minds busy for hours. And its package is attractively designed to look good on your shelf and not stay there long.

So when you begin thinking about your product mix remember the Truck 'N Tool Kit. From Kusan. The toys that put profits together with sales.



Truck 'n Tool Kit No. 79

KUSAN TOYS

New York Showroom:
Suite 460,
200 5th Avenue Building,
New York, N.Y. 10010
Executive Offices:
3206 Belmont Blvd.,
Nashville, TN. 37212

(Circle No. 4 on Reader Inquiry Card)

everyone is going wild over Horsman's '77 line!

FRESH STYLING! INNOVATIVE PACKAGING! UNEXCELLED QUALITY!

HORSMAN

AMERICA'S BEST KNOWN AND BEST LOVED DOLLS SINCE 1865

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(Circle No. 117 on Reader Inquiry Card)

Meet Eagle's "Most Valuable Player"...

Johnny Bench

IN PERSON!

At the Eagle Booth,
Transworld Exhibit
Navy Pier, Chicago
1 pm, Saturday, Jan. 15

NEW! 7287
Autographed Bat & Ball 2 doz. in display shipper.

NEW! 7277
Batters Outfit Helmet, Ball & Bat in full-color card

NEW! 7297
Big Bopper Oversize Bat & Bopper Ball in full-color card.

FUN BALLS
7217 Baseball size 7227 Softball size
4 dz. asst'd colors 3 dz. white

NEW! 7207
Johnny Bench Autographs
7207 4 oz Sponge Rubber Baseballs
7267 4 dz Blow Mold Baseballs

NEW! 7267

The Most Valuable Product line of '76 is bigger and better for you in '77...

Eagle
a member of Brown Group, Inc

710 Orange St., Ashland, Ohio 44805

(Circle No. **22** on Reader Inquiry Card)

Mattel computes big hit

Mattel has the Mattel Electronics requiring no television hook-up. The Auto Race game is a race against time over a four-lap course. Drive your car with speed and shift controls to avoid collisions #309

Fisher-Price cans Oscar

Oscar the Grouch from Fisher-Price is a pull and squeeze toy with a comic jack-in-the-box action. Squeeze bulb and Oscar pops from his garbage can. His wheels click as he's pulled along. Designed for kids 2 to 4. #310

Barr tosses the disco

Barr has the Disco Toss, the skill game for 2 to 4 people that is similar to horseshoes. Stakes are made of durable plastic. They are packaged on 9½" x 13½" corrugated cards, suitable for peg or shelf merchandising display. Instructions are included. #311

Evel Knievel Toy Caravan rolls into fifth big year

Ideal has the Evel Knievel category of toys. He has two new action vehicles, CB Van with Evel's voice saying CB phrases on play back rig, and the new Strato Cycle, a replica of the cycle in Viva Knievel, starring Gene Kelly, and Lauren Hutton. Products are made of durable materials #312

Kenner debuts Oscar Goldman

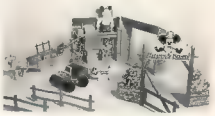
Kenner has the new action figure Oscar Goldman of Six Million Dollar Man fame. His briefcase has secret files that explode if improperly opened. Don't get caught! #313

Hedstrom rides with The Fonz

Hedstrom's The Fonz series of bicycles and tricycles includes this splendid array of wheeled-goods. Personable expressions such as "Sit on it!" and "Aaaaaaay" highlight the bicycles' decorations. Meets standards. #314

Playskool puts pieces together

Four Sesame Street sets and two Electric Company sets make up Playskool's Match-Ups series. Each contains 24 simple 2-piece puzzles, designed by Children's Television Workshop, that children must match up. #315



AHI turns to ranching for fun

Azrak-Hamway's Remco has the Mouse Power Ranch with figures, gates, jeep, horse and wagon, bales of hay, barn, and hay dispenser. No batteries are required. Give Mickey a charge in his arm. #316

• More control...more power, turns your train into a realistic model railroad.
• Pulse power control for extremely slow speeds. Realistic starts.
• Simple connection... no special tools.
Railine 370
POWERPACK

The first model railroad power packs that stop people in their tracks.

Our new Railine 370 and 300 power packs are designed to help get power packs up from behind the counter. To turn them into impulse items that stop traffic and sell themselves.

How did we do it? In a number of ways.

First, we've given both of these new packs completely new packaging. Exciting, four-color, attention-getting packaging that lets the customer see what he's getting. Lets him read about the major features and gives him all the how-to-do-it information. Lets him get turned on to a whole new power pack, all by himself.

Second, we've backed up our exciting new packaging with exciting new packs. The Railine 370 and 300, offer the legendary MRC features, yet are designed for mass appeal. They'll give new life to your customers' layouts, HO (Tyco, Athearn, Lifelike, AHM, etc.) or N gauge (Rapido, Trix, Atlas, etc.). And offer two mass-appeal price points.

All of this makes our new power packs an easy sale to any train set owner. Additional business. Additional profits when you display these new MRC power packs next to your train sets.

Check into the Railine 300 and 370. Get your share of new profit opportunities in power pack sales.

Model Rectifier Corporation, 2500 Woodbridge Avenue, Edison, New Jersey 08817.

(Circle No. 1 on Reader Inquiry Card)

MAKIN' IT WITH
MATTEL

Abrams of Mego: Appeal of character merchandise among children is potent factor in toys

NEW YORK — The appeal of character merchandise among children, ages four to 10, has become a potent factor in the toy licensing field

In addressing members of the New York Society of Security Analysts, Marty Abrams, president of Mego, said that this appeal has developed over the years because of the wider and wider influence of television and movies on young audiences

Mego's hot property this past season was the Cher doll, whose now-fashion looks has all the authenticity of the real TV star's wardrobe Mego will continue to capitalize on her enormous popularity this season

This year's offering promises another stellar year — the King Kong doll Mego will introduce at Toy Fair this month

Abrams told the group that the firm's Hong Kong facilities were the largest and most modern toy operations in the British Crown Colony They encompass 300,000 square feet in an 11-story building The new complex will be fully operational this year

Having its own plant has meant that Mego has a constant flow of merchandise going to customers around the globe and has freed Mego from the many production and manpower problems that have confronted many American companies, which buy from suppliers in Hong Kong The toy company also maintains distribution points on the East and West Coasts

The Mego president described the firm's history and development in the toy field since its beginnings in 1951 Currently, its net sales are $55 679.000 with net income of $4,942,000 In 1975, the sales were $38,086.000 and net income was $2.384 000

In discussing product trends, Abrams said the home entertainment theme was one of the most important developments in the market in recent years

He said, while Mego had resisted going into video games, it was making strides in a different direction in the electronics category, including its Star Trek toys He mentioned that a new Star Trek film is scheduled to be released in 1977

New electrical wheel shown at International Cycle Show

NEW YORK — An electric wheel to assist with pedaling of regular bicycles will be unveiled at a British booth at the International Cycle Show, New York Coliseum, February 20-22

The inventor, Dr. Peter Campbell of Downing College, Cambridge University, has developed a high-torque, low speed DC motor called a pancake which can be used in the cycle's rear wheel Fitted to a 20" wheel, it is claimed that the device will help the cyclist achieve 15 mph, in a 26" or 27" wheel this increases to 17 mph

Power is provided by a 12 volt battery In average riding, the battery will last for about eight hours before needing recharging

Electric wheel will be shown by Andrew Hague Cycles

Five companies join ranks of Benji related licensees

DALLAS — Benji continues to gain in merchandiser's favor as five new licensees, Breyer Molding, Craftmaster, Vanity Fair, Velva Sheen and Viewmaster have decided to incorporate the Benji character into one or more of their products

For the love of Benji and Benji-related merchandise will be on the market next June For the Love of Benji is a Mulberry Square production of a Family Film by Joe Camp

the grabbables

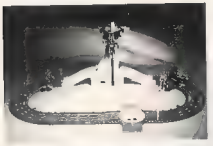
Adorable, sell-on-sight BABYKING squeeze toys have that irresistible grab appeal that make them America's newest grabber-uppers. Made from highest quality soft vinyl, BABYKING Toys are completely safe (non-toxic) for baby to grab, cuddle and nibble

Stock up with BABYKING Toys and watch grab-power increase your sales.

BABYKING Toys retail from 59¢ and up. Immediate delivery available For information contact your wholesaler or call us collect

Regent Baby Products Corp. ©1977

(Circle No 41 on Reader Inquiry Card)



The Micronauts invade Mego

Science fiction has come to Mego this year, with the introduction of the Micronauts, a complete line of action figures, vehicles, and playsets, all with interchangeable parts

There are four different Micronaut figures, each with different accessories, and each with a super science fiction name: Time Traveler, Space Glider, Galactic Warrior, and the villainous Acroyear.

The six Micronaut wind-up vehicles come packaged unassembled, with complete instructions for building countless different vehicles. Many come with safety-tipped darts, operated by a push button spring.

Mego calls its vehicle, robot, and playset all-in-one Biotron. It stands 12½ inches tall, moves on tank-like caterpillar wheels, and allows for hours of creative play.

There's also Stratastation, a play space station with circular track, ramps, and a moving elevator to use with the Micronauts.

More down to earth, but based on stars (the TV and movie kind) are three new Mego dolls.

Singer-actress Diana Ross is featured as 12¼-inch fully articulated fashion doll in a glamorous costume

Doll versions of The Captain and Tennille of TV fame also are available this year from Mego. The poseable dolls are sold separately.

(Circle No. 503 on Reader Inquiry Card)

TOP: Acroyear is the villain in Mego's new line of science fiction toys, called the Micronauts. CENTER: Stratastation is designed for play with the Micronauts. BOTTOM: Glamorous singer-actress Diana Ross is Mego's newest fashion doll.

PREVIEW 1977

37 new model kits brighten Revell's line

A 13½-inch lighted model of the Goodyear Blimp leads the 37 new plastic model kits being introduced this year by Revell, Inc.

The hobbyist can create his own message for the Goodyear Blimp. The kit comes with preprinted messages, blank message sheets, marking pens, an electric motor, and lights. The model can be suspended or placed on a display stand.

The classic Mercedes Benz 300SL Gullwing is featured in 1/12-scale in Revell's new kit. The model, with fine detailing, is 15¼ inches long.

Revell, who first introduced 1/16 cars, is introducing Big Bad Van in that size in '77. Its many exterior and interior details include turnable front wheels and Motorola CB radio.

Leading the line of 1/25-scale models is Charlie's Angels Mobile Unit Van, based on the new TV series; Convoy Van; Lil' John's '26 T Delivery; Chevy Luv Machine; Sneaky Pete Custom Pick-Up Truck; and Datsun Desert Rat, with off-road bike.

Four new Snap-Together models for ages 8 and up will be the Custom Chevy Van; L.A. Street Machine; Sherman Rocket Launcher; and German Anti-Aircraft Tank.

A fast and easy way to build professional looking models of sailing vessels is offered by Revell's new Quick-Build line. Quick-Build models will be of the U.S.S. Constitution, Cutty Sark, Mayflower, and Viking Ship.

Revell also is introducing model kits of jets, naval ships, gliders, tanks, Visible V-8 Operating Engine Model, and the Visible Anatomy Series.

(Circle No. 504 on Reader Inquiry Card)

TOP, FROM LEFT: Revell's Goodyear Blimp model comes with a lighted message area. A 1/12-scale model of the Mercedes Benz 300SL Gullwing. BOTTOM, FROM LEFT: Charlie's Angels Mobile Unit Van. Snap-Together Rocket Launcher Tank. Big Bad Van.

SO MUCH FOR THE PRESENT. SO MUCH MORE FOR '77.

Big scale bombers, Colossal cars, high styled vans, Snap-Tites, and Navy ships helped make a super Monogram '76.

But wait until you see the excitement that we've planned for 1977.

Nearly 40 new kits including a dozen planes, over seventeen cars, and two completely new Monogram categories. It is our biggest, most exciting new line ever.

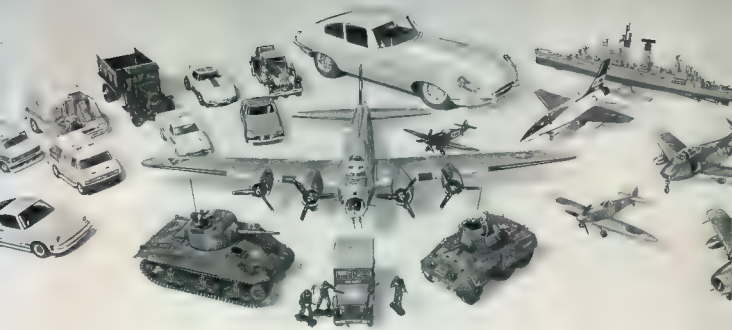
And each '77 kit has our high quality and value.

You'll know it. Because every kit is made right. Down to the last detail.

MONOGRAM

MONOGRAM MODELS, INC.
MORTON GROVE, ILL. 60053

Right. Down to the last detail.



(Circle No. **127** on Reader Inquiry Card)

Nylint's hot new selling vehicle brings you new hot-selling vehicles for 1977.

New packaging. New products. New sales appeal, from Nylint.

Nylint's 1977 line features all new packaging for its trucks, cars, and other steel toys. Tough wraparound plastic bands improve box stability and keep toys in the package where they belong. And to whet the consumer's interest in other models from Nylint, each carton includes a full-color mini-catalog that shows every toy Nylint makes.

More play value than ever, with more pieces in more toys.

This year's Nylint line includes a whole new collection of exciting, eye-catching, realistic toys. All offer Nylint's time-proven safety features: hemmed safety-play edges, shatterproof windshields, firmly attached wheels, and non-toxic enameled finish. Many Nylint models have extra components that create more fun for the child, and more sales for you.

Write or phone for the Nylint 1977 catalog showing all 45 models.

Nylint Corporation, 1800 Sixteenth Avenue
Rockford, IL 61101 (815) 397-2880

820 Nylint Tractor Trailer

7950 Husky Grader

625 C-B One w/removable 'mike'

840 Husky Dump Truck

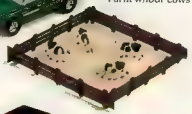
770 Cadet Maintenance Dump

830 Husky Mobile Crane

4195 Safari Wagon w six animals

4120 Pronto Pickup

712 Cadet Cattle Farm w/four cows



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America's Finest Steel Toys Since 1946

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NYLINT

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(Circle No. 12 on Reader Inquiry Card)

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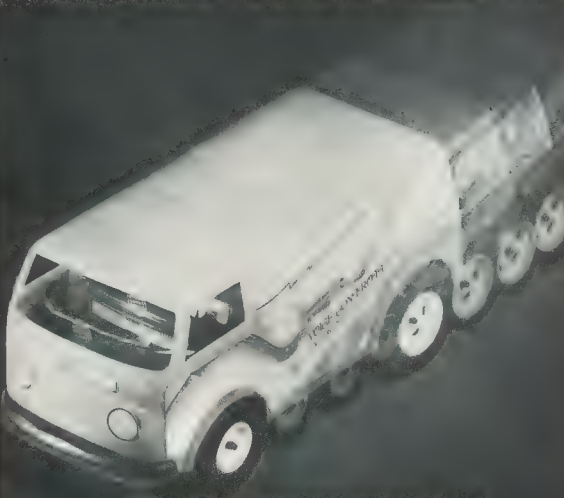
THE NEWEST BREAKTHROUGH IN TOYS, NOTHING TO HOLD, NO HAND CONTROLS

BECAUSE HE'S... *VOICE DIRECTED*



COMMAND "GEORGE" TO GO LEFT, STRAIGHT, RIGHT, STOP AND SALES WILL GO FORWARD... LET "GEORGE" DO IT

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(Circle No 13 on Reader Inquiry Card)

Letter from Europe: Industry cashes in on scale market

Werner Nostheide, editor of the international toy trade journal SPIELZEUG-MARKT

The evolution is less dramatic than some of us believe, but it is imperative. The model construction, hobby and craft market is taking shape

Not only manufacturers' statistics but those of dealers as well clearly show that within the toy industry there is a sector with genuine growth rates!

As editor of *Scale*, I have been well aware of this development, an evolution of which I also found ample proof on recent trips to the U.S.A., Scandinavia and the U.K., countries which have long followed these trends in a market where hobby and craft lines break away from toy ranges

Neither linguists nor philosophers need be consulted in order to find out what items are to be classified as toys or as hobbies and crafts, with the latter category showing a remarkable growth. Evolution itself — with differentiation and diversification — will draw a dividing line here.

Seen from this angle, this evolution is comparable to the development with which toy dealers as well as various manufacturers were faced in the children's supplies field some seventeen or eighteen years ago

In those days, around 1958/59, there were quite a few toy dealers who deeply resented a separation of children's supplies from toy ranges They believed it would do to merely provide for a special section for perambulators within their toy store; they did not recognize the explosion of ranges in the hardware sector and, still less did they notice it in the textile market.

And yet, this development finally prompted about 30 per cent of the leading German toy shops to adopt a policy of differentiation and diversification, to build up separate departments or, in most cases, establish specialist outlets.

Thus a diversification was brought about not only in terms of ranges, but also as regards the pattern of customers: prospective toy consumers, mothers and fathers now entered the store to buy baby wear and equipment.

A connection was established between the age ranges zero up to two years to prospective toy buyers and/or consumers, a connection which was soon to be extended to cover junior ranges as well

This was certainly no easy undertaking for toy merchants at that time, nor is it likely to be child's play today, but hardly any of them would want to leave their course now

Today, toy dealers have to tackle a similar problem, if they will not leave a sector of the market to other branches of the economy, a line of business which should be theirs, if only because of the fact that they have been dealing with it more in-

continued on page 107

FULL STEAM AHEAD
WITH SCHUCO TOYS
SCHUCO'S STEAM ENGINES ARE AMONG THE FINEST IN THE WORLD & SALES HAVE CONTINUED TO CLIMB ..
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Your Ship Has Come In

The new cargo from Small World Toys has arrived. At Small World, we search the globe to bring you a collection of unique and wonderful creations in educational toys, play toys, games and crafts.

Just off the ship is this small sampling from our new catalog.

All the way from France are these C.R. Club Dolls, a family meant to be held, loved, played with, and cherished as a collectible. The especially soft hair is made of fine Kanekelon® and the delicately hand-stitched clothes are made from fabrics designed for these dolls alone. Each one is a very special companion for any child.

From their English homeland come Alresford Soft Toy Animals. Among the world's finest because of their unique softness, style and durability, they will be a real delight for children of all ages. With many different animals to choose from, our Alresford Soft Toy Animals are the most huggable little friends a child could have.

Small World Toys. A special line that brings extra special enjoyment to your customers and their children. We are pleased to offer our newest catalog of merchandise upon request.

small world toys

Educational Toys and Playthings

For further information write us at:
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Beverly Hills, Calif. 90210
213-836-1664

SMALL WORLD TOYS. BRINGING THE TOY WORLD TO YOU.

(Circle No. 21 on Reader Inquiry Card)

CB fun from Steven

Good little buddies can have lots of CB fun with the new line from Steven Manufacturing Company.

Saving money and having fun are combined in Steven's CB Bank. It's styled to look like a miniature home base CB radio with a play mike. When the 40 channel selector dial, volume control knob, and squelch knob are correctly set, the bank will open. The three-number combination, and CB Slanguage Dictionary and 10 Code are included

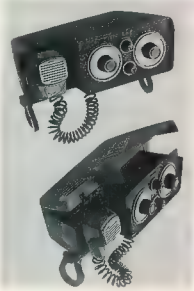
Also designed to look like a CB radio is a new storage box for bikes or trikes. It also comes with a play mike on a retractable cord.

The Talking Toy CB Radio says 10 messages in CB slanguage. The receive/send knob activates the unit to play one of the messages at random. It is battery-powered.

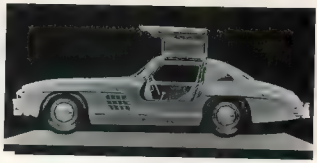
Also new from Steven Manufacturing is See & Hear Camera, a toy camera with 16 pop-up pictures and six recorded messages. Play-action features include a flash cube, film advance knob, and a finder for "zeroing in" on a make-believe snap.

A play-action Walkie-Talkie plays one of six recorded messages at the pull of a string, providing lots of fun for kids of all ages. Its speaker grill becomes a mike for simulated broadcasting and the clicking "Code Key" makes for convincing Morse Code "messages."

Kids from 2 to 6 will have noisy fun with Steven's Roar Mower which features rotary mower styling, heavy duty wheels, and a fold-down handle for storage It makes a real mower sound when run forward or backwards.
(Circle No. 505 on Reader Inquiry Card)



TOP: Steven Manufacturing's CB Bank doubles as a toy CB radio.
BOTTOM: The Bike Box provides storage space and CB fun.



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1976 • winners and new champions • 1976
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DICKIE STOCKTON TENNIS

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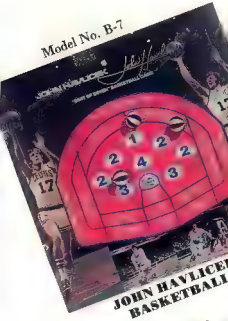


JOHN HAVLICEK BASKETBALL

Model No. B-2

TOM WEISKOPF GOLF

Model No. B-1

Model No. B-5

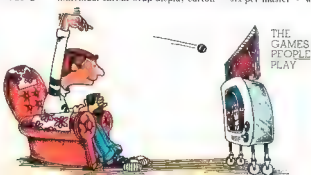
JOHNNY BENCH BASEBALL

ARCHIE GRIFFIN FOOTBALL

Model No. B-3

DON CARTER BOWLING

size: 23½" x 23 ½" • individual shrink wrap display carton • six per master • weight, master pack-15 lbs



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3 new popular priced models

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- size: 17" x 20" hang-up board game
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Executive Offices Montoursville, PA National Sales Offices Suite 615, Lafayette Building, 5th & Chestnut Streets, Philadelphia, PA 19106 • Manufacturing and Distribution Points Atlanta, Boston, Chicago, Longview, TX, Montgomery, PA (212-929-0462) • **CHICAGO:** 1480 Merchandise Mart (312-644-0965) • **BOSTON:** Suite 100, 200 Boylston Street, Chestnut Hill, Newton (617-965-1700) • **DALLAS:** 708 World Trade Center • **KANSAS CITY:** 1104 Waltower Building (816-221-1800)

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New York **SUITE 407,** Toy Center North, 200 Fifth Avenue (1107 Broadway),

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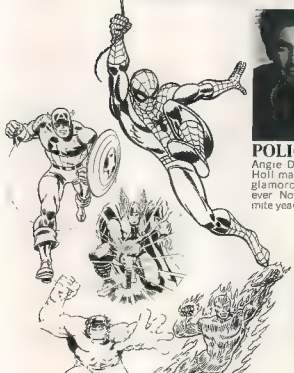

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Angie Dickinson and Earl Holliman star in the most glamorous police series, ever. Now in its third dynamite year on NBC-TV.

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The Emmy Award-winning television series now in its fourth top-rated year on NBC-TV.

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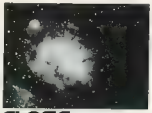
A spectacular screen adaptation of the new runaway best seller by Peter Benchley, author of the monumentally successful "Jaws." A search for buried treasure and battles with sharks and a giant moray eel—are among the ingredients of this lush motion picture adventure set in Bermuda and in the Caribbean. For release, Summer, 1977.

THE MARVEL SUPER HEROES
They're all here—Spiderman, The Hulk, Iron Man, Human Torch, The Thing, Thor, Captain America—the comic book heroes that are wilder, more stupendous, more outrageous than any ever created by man or beast. The Number One best-selling comic book series ready to make best-sellers of your products. A merchandiser's dream!



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A highly-charged giant adventure-suspense Film that combines science-fact, fantasy and reality. Directed and written by "Jaws" director, Steven Spielberg. Will be supported by the most extensive promotion and advertising campaign in Columbia Pictures' history! For release Christmas, 1977.

SINBAD AND THE EYE OF THE TIGER
Columbia Picture's newest Sinbad spectacular—brimming with fantastic monsters, the ghouls, the baboon, the Minotaur—mind-boggling settings and exotic costumes. For release, Easter, 1977.

THE LITTLE RASCALS
The perennial favorites of motion pictures are back on television—bigger than ever!

WANT TO MAKE SOMETHING OF IT?

Want to bring instant identity to your products? Want to sell your games, toys, clothing, novelty items with the week-in, week-out support that comes with national television exposure, with giant motion picture attractions and with comic book sales that reach into the millions each and every issue?

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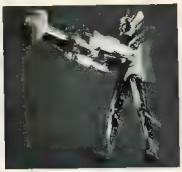

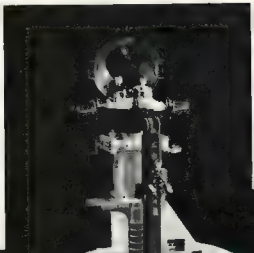

The new world of Micronauts®. The most exciting toy concept ever. And, starting in April, right through to Christmas, we are giving you six different commercials—two directed towards parents—on both network and spot television. Over seventy million impressions a month... over two million dollars in television advertising. A new world of sales and profits... **The new world of Micronauts®.**

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batteries not included
It's got the sound of a winner:
The new Max Machine™

The question is not whether your customers will buy the 1977 Schaper toys, but whether they'll be able to buy them from you.

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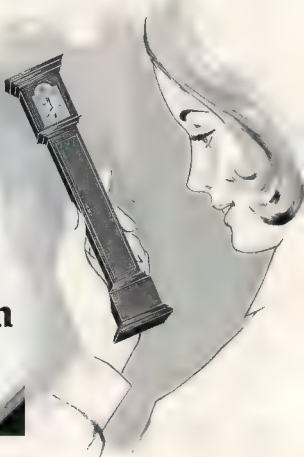

so you can profit from the future...

with X-ACTO® at the Hobby Show

Take a leisurely tour back in time along colonial Tidewater Square as X ACTO makes our magnificent heritage come alive in all its splendor and beauty.

For your pleasure, we've recreated the Williamsburg, Virginia home of George Wythe, signer of the Declaration of Independence, Thomas Jefferson's law teacher, and our nation's first professor of law. And we take great pride in announcing that Judith Linder, the nationally renowned harpsichordist, will be playing typical colonial tunes in our booth.

What a perfect setting for our new X-ACTO House Of Miniatures line. Authentic reproductions in miniature of the beautiful pieces crafted by the geniuses of the colonial period. All precision-scaled, 1" to 1'. On display in full-sized colonial surroundings.

After your tour of Tidewater Square, take a stroll in our Tavern On The Green in front of our house. Artisans will be demonstrating the colonial (and contemporary) art of woodcarving. And our other new profit-makers will be on display.

Relax in the Tavern On The Green as lusty wenches serve you "hard" drinks (rather than a hard time). We'll prove to you that pleasure and profits are as close as X-ACTO and quality.

Profit from your past relationships with us by joining the X-ACTO team in 1977. We've got highly profitable new products, new promotions, new workshops, new seminars, and new advertising—all designed to help you increase turnover at a strong margin.

Great Moments In Miniature And Great Moments In Marketing Miniatures

If This Be Profitable Make The Most Of It

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(Circle No. 44 on Reader Inquiry Card)

(1) Mercedes 450SL Model Kit
Considered to be the ultimate in small, quality cars, it is bound to become a classic. Never before has a small car reflected such luxury. Authentic reproduction, inside and out. CONSTRUCTION When built, measures 15 in. long, a 1/12-scale reproduction of the original. Doors, hood and trunk operate; rubber tires. Pre-colored or (in the case of engine parts) metalized plastic. 380 pieces. FOR AGES 12 years to adult.
ORDERING INFO *Glue not included.*
49 N 1901—Wt. 4 lbs. . . . . Kit $19.97

(2) Porsche 911 "Carrera" Model Kit
Large size of popular sports car model permits ultra-fine realistic detail. CONSTRUCTION When built, model is 14 in. long, a 1/12-scale replica of the Carrera. Details include unique, racing turbo-engine, extra wide, balloon rubber racing wheels. Interior features sliding seats, spring suspension, opening doors, hood and trunk. Pre-colored plastic. 243 pieces. FOR AGES 12 to adult.
ORDERING INFO *Glue not included.*
49 N 2101—Wt. 4 lbs. . . . . Kit $19.97

(3) Huey Chopper UH 1B Model Kit
CONSTRUCTION 28 in. long when built, and a 1/32-scale replica of the original. 2 rocket pods, 4 machine guns, movable rotors. Pre-colored plastic. 134 pieces. FOR AGES 12 to adult.
ORDER INFO *Glue not included.* Wt. 2 lbs. 4 oz.
49 N 2276 . . . . Kit $8.44

(4) B-24J Liberator Model Kit
CONSTRUCTION 27½-in. wingspan when built. 1/48-scale replica of original. 2-position bomb bay doors and landing gear. Pre-colored plastic. 162 pieces. FOR AGES 12 to adult.
ORDER INFO *Glue not included.* Wt. 2 lbs. 8 oz.
49 N 2181 . . . . . Kit $8.44

(5) B-17G Flying Fortress
CONSTRUCTION 27½ inch wingspan. 1/48-scale replica of original. Clear windows and turrets, rotating propellers and wheels. Pre-colored plastic. 142 pieces. FOR AGES 12 to adult.
ORDER INFO *Glue not included.* Wt. 2 lbs.
49 N 2356 . . . . Kit $8.44

Each when you buy any 2 or more Aircraft Kits (3 thru 5) . . . . . Each Kit $7.44

"Fly" or "drive" your own self-powered Plane or Car

SHOWN ON OPPOSITE PAGE

(8) 1937 Rolls Royce Model Kit
Elegance of a bygone era. Accurate reproduction of a sports saloon. All interior, exterior details reproduced—even the V-12 engine.
KIT CONTENTS Completed model is 13⅛ inches long and built to 1/16 scale of the Phantom III. Made of plastic with rubber tires. Pre-colored, 258 pieces.
FOR AGES 11 years to adult.
ORDERING INFORMATION *Give not included.*
49 N 2121—Shipping weight 3 lbs. . . . Kit $17.97

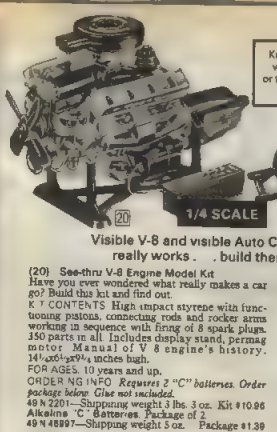
(7) 1936 Jaguar SS100 Model Kit
The 6-cylinder, 3½-liter, 125-HP engine could move the car from 0 to 60 miles per hour in 10 seconds and reach speeds over 100 mph.
KIT CONTENTS Model is 9 inches long when built, and an accurate 1/16-scale model of the original Jaguar SS100. Pre-colored plastic. Real rubber tires. 354 pieces.
FOR AGES 10 to adult.
ORDERING INFORMATION *Give not included.*
49 N 2119—Shipping weight 2 lbs. Kit $9.97

(6) Ford 1912 Model T Car Model Kit
The Model T was the first mass-produced car; the first car manufactured on the conveyor that revolutionized industry; the production line.
KIT CONTENTS When put together, this model is 9 inches long and is a 1/16-scale reproduction of a Model T. Pre-colored. Green plastic with rubber tires. 132 pieces.
FOR AGES 8 years to adult.
ORDERING INFORMATION *Give not included.*
49 N 2118—Shpg. wt. 1 lb. 7 oz. Kit $8.97

(9) U.S.S. Constitution Model Kit
Often called "Eagle of the Sea", the U.S.S. Constitution was magnificent with its billowing sails and massive armaments.
KIT CONTENTS Detailed model is 27x36 in. long and built to 1/96 scale. 39 sails, 55 guns, 20 crew figures, clear gallery windows, rigging thread, pre-formed rattlins, illustrated booklet with detailed instructions. Over 400 pieces.
FOR AGES 14 years and up.
ORDERING INFORMATION *Give not included.*
79 N 20313C—Shipping weight 6 lbs. Kit $15.97

(10) Sears Big Mover Model Kit
Replica of Peterbilt cab and Fruehauf Trailer.
KIT CONTENTS 16 inches long when built, ¼₈ scale of the original. Pin stripping, air conditioner, horns, removable hood, air tanks, exhaust stacks. Dual wheel suspension, opening trailer doors. Engine has plated parts, 16 tires. Decals, instructions incl. 150 pcs. Plastic.
FOR AGES 12 years and up.
ORDERING INFORMATION *Give not included.*
49 N 20188—Shpg. wt. 1 lb. 5 oz. Kit $5.99

(11 and 12) "Movin' On" Cab and Van Model Kits
KIT CONTENTS Van (11) is 19 in. long, cab (12) is 12 in. long when built. Built to ½₄ scale of original. Van has sliding suspension, opening doors, vinyl air hoses and many plated parts over 100 pieces. Cab has over 300 parts, many plated. Pre-colored plastic. Decals, instructions included.
FOR AGES 12 years and up.
ORDERING INFO *Give not included.*
(11) 49 N 2125—Van Wt. 1 lb. 8 oz. Kit $5.97
(12) 49 N 2123—Cab Wt. 1 lb. 4 oz. Kit 5.97
Save $2.00 buy Van with Cab (above).
49 N 2128—Shpg. wt. 1 lb. 8 oz. . . . . Kit $3.97



Kits (20) and (21) work separately or together . . buy them both!

Visible V-8 and visible Auto Chassis let you see how a car really works . . build them separately or together

(20) See-thru V-8 Engine Model Kit
Have you ever wondered what really makes a car go? Build this kit and find out.
KIT CONTENTS High impact styrene with functioning pistons, connecting rods and rocker arms working in sequence with firing of 8 spark plugs. 350 parts in all. Includes display stand, permag motor Manual of V 8 engine's history. 14½x6½x9¾ inches high.
FOR AGES. 10 years and up.
ORDER NG INFO *Requires 2 "C" batteries. Order package below. Give not included.*
49 N 2201—Shipping weight 3 lbs. 3 oz. Kit $10.96
Alkaline "C" Batteries. Package of 2
49 N 45997—Shipping weight 5 oz. Package $1.39

(21) Visible Chassis Model Kit
This model car stripped down to essentials lets you watch how different parts function.
KIT CONTENTS Fully operating high-impact styrene model has transmission with 3 speeds plus reverse Clutch, gearshift, springs, shock absorbers, brakes, wheels all perform their specific functions, as they would on a real car. 37⅛ inches long With permag motor and manual.
FOR AGES 10 years and up.
ORDER NG INFO *Requires 3 "D" batteries. Order package below. Give not included.*
79 N 2337C Shipping weight 9 pounds Kit $24.88
Carbon-zinc "D" Batteries Package of 6
49 N 46995—Shipping weight 1 lb. 4 oz. . Pkg $1.69

(22) Speedee-Bilt Cessna 180 Model Kit
Easy-to-assemble model airplane really flies.
KIT CONTENTS Completed model is 13 inches long with an 18-inch wingspan. Molded in lightweight pre-colored plastic foam. Rubber-powered. 16 pieces.
FOR AGES 10 years to adult.
ORDERING INFORMATION *Give not included.*
49 N 2109—Shipping weight 7 ounces . Kit $3.33

22 $3.33

(23) Paper Airplane Kit
5 realistically styled models of Air Force jets and experimental space vehicles. Some do stunts, some designed for long distance flying.
KIT CONTENTS 20 planes printed in full color with easy-to-follow folding lines. 7 to 11 inches long.
FOR AGES. 8 to 14 years.
ORDER NG INFORMATION
49 N 20246—Shipping weight 14 ounces.. . . .Kit $3.33

23 $3.33

(24) Trigger Jet
Flies up to 150 feet without batteries or fuel.
Pull trigger of spring-powered launch gun, let her go! Adjust flaps to do loops, wing over or circle.
KIT CONTENTS. 18-in. long plane is plastic with soft nose cone. Launching gun is plastic, steel, wood.
FOR AGES. 5 to 15 years.
ORDERING INFORMATION Assembled.
49 N 22989—Shipping weight 10 ounces .62.94

24 $2.94

(25) Land Rocket Race Model Kit.
The Screaming Eagle is engineered for action. Powered by cold-power propellant, included
KIT CONTENTS Plastic. 11 inch long racer comes with reuseable rocket engine, fuel, drag line synchro system and drag chute. 32 pre-colored pieces.
FOR AGES 10 years and up.
ORDER INFO *Order extra fuel below. Give not incl.*
49 N 2023—Shipping weight 1 lb. 4 oz. . . . . Kit $4.97
49 N 2024—**Extra Fuel** (1.5 oz.) Wt. 1 lb. 1 oz. 1.97

25 $4.97

SHOWN ON FACING PAGE

(13 thru 17) Pre-assembled. Powered by the famous performance-packed Cox .049 engine with spring starter. Each model comes with control handle and lines.

(13) Skyraider
Plane features throttle control which gives you flying versatility, plus instantaneous, responsive control
CONSTRUCTION Gas powered Plastic with 20-inch wingspan. Precise guideline control Authentic U.S. Navy design decals Rubber-tired nylon wheels
FOR AGES 10 and up.
ORDERING NFO
Pre assembled. *Requires starter kit and battery; order at far right.*
Shipping weight 3 lbs.
79 N 1944C $14.95

(14) P-40 Warhawk
Fly fierce-looking replica of Flying Tigers' P-40 Warhawk flown over China and Burma.
CONSTRUCTION Gas powered Plastic with 20 inch wingspan. Khaki camouflage pattern Complete with clear cockpit canopy, radio antenna, twin exhausts, tiger shark trim. 3-blade prop.
FOR AGES 10 and up.
ORDER INFO Pre-assembled. *Requires starter kit and battery, order at far right.* Wt. 4 lbs.
79 N 2339C $18.95

(15) PT-19 Trainer
A Cox plane for beginners. Exclusive adjustable angle thrust. Set it for stability, then gradually adjust for advanced flying.
CONSTRUCTION Gas powered Plastic 22 in. wingspan. Rubber band assembly minimizes damage in hard landings. Student and instructor pilot figures. Rubber tired nylon wheels
FOR AGES 10 and up.
ORDER NG INFO Pre-assembled. *Requires starter kit and battery, order at far right.* Shpg wt. 2 lbs. 4 oz.
49 N 21044 $10.94

(16) Spitfire
Brown and silver-color with decals. Remote "on" switch. 2 minutes of charging between flights.
CONSTRUCTION Powered by 2 rechargeable batteries (incl.) Plastic, with a 16-in wingspan. Rubber-tired nylon wheels. 2 blade prop. Plane taxis
FOR AGES 7 and up.
ORDERING INFO Pre-assembled. *Requires 6-volt lantern battery for recharging, order below.*
Shpg wt. 1 lb. 2 oz.
49 N 2295 $8.95

6-v Lantern Battery
Shpg. wt. 1 lb. 8 oz.
49 N 46092 $1.99

(17) Sandblaster
Run desert races. Exciting, authentic Modeled after super-fast single seaters in the world famous Mexican 1000 Race
CONSTRUCTION Gas powered Plastic racing car is 12 inches long Deep-cleated tires give super traction Large capacity fuel tank, powerful 20 to 1 gear ratio Adjustable steering, roll cage and simulated gearshift. Snap starter
FOR AGES 10 and up.
ORDER INFO Pre-assembled *Requires starter kit and battery, order at right.* Wt. 1 lb. 14 oz.
49 N 21101 $13.87

(18) Starter Kit
For Cox "gas-powered" engines.
WHAT YOU GET Battery wire and clip, 2 wrenches, ½ pint of Glow Power fuel, fueling spout and tube
FOR AGES 10 and up.
ORDER INFO Wt. 1 lb.
49 N 22853 Kit $3.29

(19) Starter Battery
For Cox "gas-powered" engines. 1½ volts. Wt. 1 lb. 2 oz.
49 N 27003 $1.97

Glow Power Fuel (not shown). 1 pt.
Shpg. wt. 1 lb. 6 oz.
49 N 22864 $1.97

UNFORGETTABLES...collectible Fashion Dolls

Elegantly gowned ladies imported from Italy . their classic petite features and hand-arranged hair will delight and fascinate young and old alike

(1 thru 5) Fashion Dolls . . . imported from Italy. Collect and display them.
BODY DETAILING: Creamy vinyl faces and arms. Polyethylene legs and body. Arms and legs are jointed. Beautiful open and close eyes. lashes. Hand-styled rooted hair. Display dolls with stand included.
FOR AGES 5 years and up.

(1) Viviana
13 in. tall. Brown hair and brown eyes.
CLOTHES ACCESSORIES: Flower print gown. Cotton velvet cinch waist, hat ties. Straw hat. Undergown, panties, socks and vinyl shoes.
ORDERING INFORMATION
49 N 32072—Wt. 1 lb. 10 oz. **$12.99**

(2) Silvana
18 in. tall. Blond hair and blue eyes.
CLOTHES ACCESSORIES: Sheer blue and white gown with ruffles, lace trim. Tie-on hat, parasol, tights, undergown and vinyl shoes.
ORDERING INFORMATION
79 N 32096C—Wt. 3 lbs. **$29.99**

(3) Sara
18 in. tall. Brown hair and blue eyes.
CLOTHES ACCESSORIES: Flocked white print sheer gown trimmed with lace. Tie-on hat, underpants, stockings and vinyl shoes.
ORDERING INFORMATION
79 N 32074C—Shpg. wt. 3 lbs. **$24.99**

(4) Luna
15 in. tall. Red hair and blue eyes.
CLOTHES ACCESSORIES: Light green gown with crochet look trim. Tie-on hat with flower. Underpants, stockings and vinyl shoes.
ORDERING INFORMATION
79 N 32073C Shpg. wt. 3 lbs. **$19.99**

(5) Rossana
18 in. tall. Blond hair and brown eyes.
CLOTHES ACCESSORIES: Sheer yellow and white dress. Cotton velvet vest, hair ribbon. Undergown, panties and vinyl shoes.
ORDERING INFORMATION
79 N 32098C Shpg. wt. 3 lbs. **$27.99**

So easy to buy when you just use the phone

Beautiful Bride Doll . imported from Greece

$6.95

Bride Doll . . imported from Greece.
BODY DETAILING: 11¾ in. tall. Creamy vinyl face and arms. Polyethylene legs and body. Jointed arms and legs for posing. Display doll on favorite shelf. Beautiful open and-close eyes. Brown hand-styled rooted hair.
CLOTHES ACCESSORIES: Sheer white lace bridal gown. Underskirt in lace ruffles adds fullness. Net veil with bow in hair. Panties with lace ruffles. Stockings, vinyl shoes complete the bridal trousseau.
FOR AGES 5 years and up.
ORDERING INFORMATION
49 N 32097—Shipping weight 1 lb. 8 oz. . . **$6.95**

A Doll for all seasons $17.99 each

(6 thru 9) Fashion Dolls. Elegantly gowned for each season.

BODY DETAILING 15-inch tall dolls with beautiful soft vinyl faces, arms. Plastic legs and body Arms and legs are jointed. Big blue open-and-close eyes with lashes. Long, smartly styled rooted hair

FOR AGES 5 years and up.

(6) Spring Brown hair and blue eyes.

CLOTHES ACCESSORIES White blouse, yellow skirt with ruffles, braid trim. Capelet, straw hat with veil and flowers, pantaloons, pumps.

ORDERING INFORMATION

49 N 32101—Shipping weight 1 pound 8 ounces $17.99

(7) Summer Brown hair and blue eyes.

CLOTHES ACCESSORIES Ruffled, lace-trimmed sheer dress over pink slip. Flower-trimmed hat. Pantaloons, pumps. Carries flower basket.

ORDERING INFORMATION

49 N 32102—Shipping weight 1 pound 8 ounces $17.99

(8) Autumn Blond hair and blue eyes.

CLOTHES ACCESSORIES Rust-color coat dress trimmed with braid, underskirt, bonnet with veil, pantaloons, pumps and purse.

ORDERING INFORMATION

49 N 32103—Shipping weight 1 pound 8 ounces . . . $17.99

(9) Winter Blond hair and blue eyes.

CLOTHES ACCESSORIES Long white gown with braid trim. Red cape with braid trim, matching hood, scarf, muff, pantaloons, pumps.

ORDERING INFORMATION

49 N 32104—Shipping weight 1 pound 8 ounces ..$17.99

13-inch Fashion Doll with brown dress and straw hat . . . imported from Italy

$11.99

BODY DETAILING 13 in. tall. Vinyl head and arms. Polyethylene legs and body. Jointed arms and legs let you pose her in many positions. Pretty painted eyes. Brown rooted hair. From Italy.

CLOTHES ACCESSORIES: Beautiful lace-trimmed soft brown dress. Stylish straw hat accented with ribbon trim. Also wears socks, black vinyl shoes and panties.

FOR AGES 3 years and up.

ORDERING INFORMATION

Shipping weight 2 pounds.

49 N 32022 .....$11.99

Phone ordering's a quick and easy way to buy

LIFE-SIZE Walking Dolls

Lead these ladies by the hand for an afternoon stroll

(10) Little Wispy Walker . . . walking and talking 23-inch tall doll.

BODY DETAILING 23 inches tall Vinyl head, polyethylene body arms and legs Jointed arms and legs Rooted hair, Open and close eyes with lashes. Doll talks just pull string to hear one of 8 different phrases Doll also walks just lead her by her hand and tilt her from side to side.

CLOTHES ACCESSORIES Blue striped pants and hat, print blouse, vinyl shoes.

FOR AGES 3 to 6 years.

ORDERING INFORMATION

Shipping weight 2 pounds.

79 N 32068C $10.49

(11) Wispy Walker . . . walking 31-inch tall doll.

BODY DETAILING 31 inches tall. Vinyl head, polyethylene body, arms and legs Jointed arms and legs. Rooted hair styled in long shag Open and close eyes with lashes. Doll walks just lead her by her hand, tilt her from side to side.

CLOTHES ACCESSORIES Long wrap-around blue denim skirt over panties, print blouse. Vinyl shoes.

FOR AGES 3 to 10 years

ORDERING INFORMATION

Shipping weight 4 pounds.

79 N 32064C $12.94

$8.94

Sleep Over Dolly

BODY DETAILING 16 in. tall. Vinyl body. Jointed arms and legs . . . pose her in many different positions. Blond, rooted hair is fun to style. Open-and-close eyes with lashes.

CLOTHES ACCESSORIES Long-sleeve nightgown with cap. Also overnight case, miniature Dusty doll, comb, mirror, brush and 4 rollers to set her hair

FOR AGES 6 years and up. Not recommended for ages under 3, due to small parts.

ORDERING INFORMATION

Shipping weight 1 lb. 9 oz.

49 N 32054 ..... $8.94

$8.99

15-inch Cathy Quick Curl® . . . her hair fixes in seconds, no setting, wetting or waiting

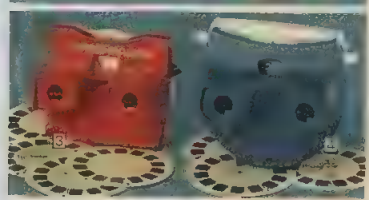
BODY DETAILING 15 inches tall. Vinyl body Jointed arms and legs . . . pose her in many positions. Blond rooted quick curl hair styles easily and holds like a permanent without water, heat or mess. Painted eyes.

CLOTHES ACCESSORIES Pink jumperdress, socks and vinyl shoes. Also a comb, brush and styling tool to fix her hair

FOR AGES 4 years and up. Not recommended for ages under 3, due to small parts.

ORDERING INFORMATION

49 N 32042—Shipping wt. 2 lbs. . . .$8.99



Wish Book VALUE

Only $19.95

At this low price you get a Rear-screen Projector plus a Standard Viewer and 4 Reels

HOW IT WORKS: Plug in tabletop rear-screen projector, insert reel press lever to change scene. Accepts all standard View-Master reels. 3½x4-in. screen is bright enough for viewing in fully lighted room. Handle doubles as focus bar. For hand-held viewer just hold toward light source and 3-dimensional picture appears. Flip lever to change scene.
WHAT YOU GET: Plastic rear-screen projector, 13x7½x8¼ inches high. Plastic hand-held viewer. Plus 4 exciting reels: Superman, Batman, Aqua Man and Wonder Woman.
ELECTRICAL INFO: Projector is UL listed for 110-120-volt, 50/60-Hz. AC. 3 amps. 25 watts. 6-foot cord. Not recommended for ages under 6.
FOR AGES: 6 years and up.
ORDERING INFORMATION
49 N 1894—Shipping weight 3 pounds 10 ounces $19.95

Little Learners® Flashbrite™ Projector

Doesn't need batteries . . . simply turn the crank. Reel with 14 scenes

$7.99

HOW IT WORKS: Turn crank to project bright, clear pictures . . . doesn't need batteries. Pictures turn automatically as you operate. Each picture has its own copy. Will also project non-talking View-Master reels.
WHAT YOU GET: One high-impact plastic Flashbrite generator projector . . . measures 7⅝x7½x2⅝ inches high. One reel with 14 scenes included. Made in Hong Kong.
FOR AGES: 5 years and up.
ORDERING INFORMATION
Shpg. wt. 1 lb 12 oz.
49 N 1658 . . . . . 7.99

Phone ordering's a quick and easy way to buy

Sears 513

REMEMBER!

You can order items on pages 423 to 598 from now until SEPTEMBER 9, 1977

(ALL ITEMS BELOW SHOWN ON FACING PAGE)

(1) Winnie-the-Pooh and Friends Theater

$14.95

Includes View-Master® Entertainer Projector, Standard Stereo Viewer and six full-color Reels

Enjoy three "Winnie-the-Pooh and Tigger, too" reels and one each of Donald Duck, Peter Pan and Mickey Mouse on either a hand-held stereo viewer or with a 2-dimensional projector.
HOW T WORKS Plug in projector, project standard View-Master reel on wall or carrying case lid (not incl. . . . sold below, left) Projects in two dimensions. For three-dimensional viewing, hold stand viewer to light . . . lever changes scene.
WHAT YOU GET One plastic projector that measures 8½x7½x5⅝ inches high. One plastic standard viewer and six 3 dimensional reels which include 42 full-color stereo pictures. Comes in colorful gift canister great for storage.
ELECTRICAL INFORMATION Entertainer Projector is UL listed for 1.0-120-volt, 50, 60-Hz. AC, 3 amps, 26 watts, 6-foot cord. 12-volt auto lamp is included. Not recommended for children under 6 years old
FOR AGES 6 years and up.
ORDER NG INFORMATION
49 N 18911—Shipping weight 3 pounds 6 ounces . $14.95

Sears Has a Credit Plan to Suit Most Every Need
See Big Book or ask for details

(2) Winnie-the-Pooh and Friends View-Master® Gift Pack

$4.95

View Winnie and his friends on colorful 3-dimension reels.
HOW IT WORKS Slip reel in viewer, hold viewer up to light . . . press lever to change scene.
WHAT YOU GET. One plastic standard viewer and 6 reels with 7 scenes each. All inside a colorful gift canister.
FOR AGES 4 years and up.
ORDERING INFORMATION
49 N 18931—Shipping weight 11 ounces . . . $4.95

Phone ordering's a quick and easy way to buy

View-Master® Stereo Viewers

(3) Standard Viewer $3.75 | **(4) Lighted Viewer $5.75** without batteries

HOW IT WORKS Put reel in viewer, hold it up to light, press lever to change scene
WHAT YOU GET One plastic standard viewer, 4 color 3-dimensional reels
FOR AGES 4 years and up.
ORDERING INFO
Shipping weight 8 ounces.
49 N 18903 . $3.75

HOW T WORKS Put reel in viewer, press bar, flip lever to change scene.
WHAT YOU GET One plastic lighted viewer, 4 full-color 3-dimensional reels.
FOR AGES 4 years and up.
ORDERING INFO Uses 2 "C" batteries, order pkg. below.
49 N 18906—Wt. 9 oz. . . $5.75

(5) Talking View-Master® $11.74 without batteries

3-dimensional pictures come alive with easy-to-understand sound.
HOW IT WORKS Just insert reel, then press bar to switch light on, flip lever to change scene
WHAT YOU GET One plastic viewer measuring 5x5x5¼ in. high ,n canister (not shown) and 1 reel and record
FOR AGES 4 years and up.
ORDER NG NFO
Requires 2 "C" batteries, not included. order pkg below
Shipping wt. 1 lb 14 oz. .
49 N 18914 . $11.74
"C" Batteries Pkg of 6
Shipping weight 12 oz.
49 N 46994 Pkg. $1.69

(6) Talking Projector $28.88

HOW T WORKS Plug into outlet, place reel in slot and the show begins. Press lever to change scene
WHAT YOU GET One plastic talking projector 12¼x8x5⅝ inches high. One reel
ELECTRICAL INFO UL listed for 110-120-v , 60-Hz AC, 120-w 6-ft. cord. Not recommended for children under 6.
FOR AGES 6 years and up.
ORDER-NG INFO
49 N 18927—Wt. 5 lbs. $28.88
Replacement Bulb. Code BMG
49 N 18961—Wt. 3 oz. . . . $2.65
(7) Tabletop Screen. Steel and vinyl. 30x40 inches.
3 N 8545C—Wt. 3 lbs. . . . $4.98

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gaf **Wish Book VALUE** **Cut 11%** Was $2.99 **$2.66** per packet

TALKING VIEW-MASTER COLOR REELS
Reduced from our 1975 Christmas Book

Each catalog number is for one 3-reel packet Talking viewers and projector will accept standard View-Master reels. Talking reels cannot be used in standard viewers or projectors. See list below, Shpg. wt. 5 oz.

Children's Stories
49 N 1836—Alice in Wonderland
49 N 1836¹—Wizard of Oz
49 N 18321 Charlotte's Web
49 N 18382—Night Before Christmas
49 N 18322—Pippi Longstockings
49 N 1887—Rudolph the Reindeer
49 N 18314—Jack and the Beanstalk
49 N 18383—The Christmas Story

Cartoon Favorites
49 N 18531—Bugs Bunny
49 N 18548—Charlie Brown's Summer Fun
49 N 18516—Popeye
49 N 18553—Scooby Doo
49 N 18544—Snoopy and the Red Baron

TV Favorites
49 N 18514—The Flintstones

49 N 18507—Planet of the Apes
49 N 18559—$6,000,000 Man
49 N 18584—Superman
49 N 18555 Star Trek
49 N 18596—The Waltons

Disney Favorites
49 N 1640—Bambi
49 N 18528—Mickey Mouse
49 N 18372 Peter Pan
49 N 18362 Winnie-the-Pooh

United States Travel
49 N 18204—Disneyland
49 N 18995—Walt Disney World

Science
49 N 18676—Prehistoric Life
49 N 18518—Wild Animals of the World

New Releases for 1978
49 N 18329—Frankenstein
49 N 18389—Winnie-the-Pooh, Tigger, too
49 N 18508—Happy Days

Wish Book VALUE **Cut 17%** Was $1.75 Now **$1.44** per packet

NON TALKING VIEW-MASTER COLOR REELS

Reduced from our 1975 Christmas Book
Each catalog number is for one 3-reel packet. For all non-talking View-Master viewers and projectors. See list below, Wt. 1 oz.

Cartoon Favorites
49 N 17538—Beep Beep, Road Runner
49 N 17531—Bugs Bunny
49 N 17514—The Flintstones
49 N 17566—It's a Bird, Charlie Brown
49 N 17536—Peanuts®
49 N 17516—Popeye
49 N 17563—Scooby Doo
49 N 17544—Snoopy and the Red Baron
49 N 17584 Superman
49 N 1755—Shazam

Children's Stories
49 N 17321—Charlotte's Web
49 N 17406—Raggedy Ann and Andy

Fairy Tales
49 N 1750—Snow White
49 N 17361—Wizard of Oz

TV Favorites
49 N 17492—Batman
49 N 17597—Emergency
49 N 17554—Fat Albert
49 N 17506—Happy Days
49 N 17507—Planet of the Apes
49 N 17555—Star Trek (cartoon)
49 N 17559—$6,000,000 Man
49 N 17588—The Waltons

Disney Favorites
49 N 1740—Bambi
49 N 17318—Cinderella
49 N 17517—Disney on Parade

49 N 17528—Mickey Mouse
49 N 17524—Mickey Mouse Club
49 N 17372—Peter Pan
49 N 17362—Winnie-the-Pooh

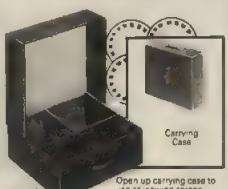
Christmas Stories
49 N 1735—Christmas Story
49 N 1738—Night Before Christmas
49 N 1787—Rudolph

Science
49 N 17619—Prehistoric Animals

United States Travel
49 N 1708—Grand Canyon Nat'l Park
49 N 1717—Yosemite Nat'l Park
49 N 1732—Rocky Mountain Nat'l Park
49 N 17405—Niagara Falls
49 N 17648—Statue of Liberty
49 N 17271—Mt. Rainier Nat'l Park
49 N 17407—Mount Rushmore
49 N 17307—Grand Teton Nat'l Park
49 N 17309—Yellowstone Nat'l Park

New Releases for 1978
49 N 17368—Winnie-the-Pooh, Tigger, too
49 N 17323—Frankenstein
49 N 17382—Jesus Christ
49 N 17629—Pluto
49 N 17952—Disney World Tomorrowland
49 N 17451—Space 1999
49 N 17344—Hollie Hobbie
49 N 17324—Dracula

NOTE for both pages Disney characters® Walt Disney Productions Peanuts characters® United Feature Syndicate, Inc. 1968. Waltons® 1974 Lorimar Productions, Inc Batman® National Periodicals



Open up carrying case to use as viewing screen

View-Master Library Chest
Viewer and reels not included **$2.97**

Organize and protect reels, standard or lighted View-Master viewers.
CONSTRUCTION Made of high-impact polystyrene in snappy red and white colors. Measures 8¾x8½x5½ in. deep. Holds up to 25 three-reel packs and viewer
ORDERING INFORMATION
49 N 18929—Shpg. wt. 1 lb. 7 oz. $2.87

Wish Book VALUE **Save $1.50** Was $5.48 Now **$3.99** reels not incl

Reduced from our 1975 Christmas Book

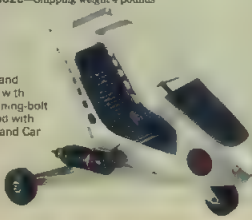
This handy carrying case will carry your projector and reels. Use the inside of the lid as a projector screen.
CONSTRUCTION Corrugated paper fiberboard, woodgrained finish. Measures 5⅞x14½x16¾ inches long
ORDERING INFORMATION
49 N 18976—Wt. 2 lbs. 3 oz. **$3.99**

G.I. JOE Avenger Patrol Craft...

Snap-together parts let you quickly assemble 4 DIFFERENT CRAFT for adventure seeking on land, sea and in the air

Hasbro. $14.89 figure not included

Convertible Avenger Craft lets G.I. Joe pursue adventure in 4 different vehicles. Assemble airplane, seaplane, speed boat or land car using 13 snap-together pieces. Fuselage (body) and two jet engines form basic design for all 4 craft. Build airplane by adding wings, rudders and wheels. Airplane converts to seaplane by replacing wheels with floating pontoons. Both planes may position wings at vertical angle to perform daring landings and take-offs. Create speed boat, by adding pontoons and rudders to basic design. Load and store Joe's gear (not included), on planes or boat with working winch and detachable cargo area with hatch cover. Form super-fast land car by adding wheels to basic design.
CONSTRUCTION. Plastic, 13 pieces. Assembled craft measure approximately 16x23x5 inches high with wings and cargo unit.
FOR AGES. 4 to 12 years. See Note below
ORDERING INFORMATION
79 N 59302C—Shipping weight 4 pounds $14.89



O.J. Figures with Super Pro Kit $8.97 | $5.44 O.J. Figure alone

O.J. Simpson with Super Pro Kit
Work out with weights, on the track or on the field.
WHAT YOU GET. Fully-jointed plastic O.J. figure, 9½ in. tall. Hands are formed to hold weights and oars. Football uniform, shoulder pads, spikes, wrist bands, helmet, football, running suit, tank top and shorts, running shoes, 2 pairs of socks, weight set with stands, 3 hurdles, row boat, 2 oars, tennis racket and tennis ball.
FOR AGES. 3 years and up. See Note below.
ORDERING INFORMATION:
49 N 59779—Shipping weight 11 oz. .....Kit 8.97

O.J. Simpson alone. Uniform includes shoulder pads, spikes, socks, wristbands, helmet and football.
ORDERING INFORMATION:
49 N 59777—Shipping weight 8 ounces 5.44

NOTE. Items on this page not recommended for children under 3 years, due to small parts.

Muhammad Ali
You help the World's Heavyweight Boxing Champ defend his title by working mechanism that really throws punches.
HOW IT WORKS. Attach hand activator (not shown) to Ali's waist. Pump lever and the Champ's arms raise to guard position and throw punches. Rotate activator and Ali dips and dodges blows.
WHAT YOU GET. 10-inch fully-jointed molded plastic figure. Arms and legs are double molded so joints are not exposed. Removable plastic boxing gloves; boots, robe, trunks. Hand activator.
FOR AGES. 3 to 11 years. See Note at left.
ORDERING INFORMATION
Shipping weight 5 ounces.
49 N 59169 ... .6.97

$6.97

G.I. Joe Adventurers by Hasbro®

(1) Eagle Eye Land Commander
Eyes move right to left by shifting lever at base of neck. Kung Fu grip lets Joe grasp objects.
WHAT YOU GET: 11¾-in. tall fully-jointed plastic figure. Uniform, trunks, rifle, boots, and lifelike fibrous beard and hair.
FOR AGES 4 to 12 years. See Note below.
ORDERING INFORMATION
49 N 59321—Wt. 8 oz. **$4.87**

(2) Talking Commander
Joe leads a battalion through dangerous missions. Pull dog tag at base of neck and he gives 8 different commands.
WHAT YOU GET: Fully-jointed plastic figure, 11¾ in. tall. Lifelike fibrous hair, beard. Boots, dog tag, uniform and rifle.
FOR AGES 4 to 12 years. See Note below
ORDERING INFORMATION
49 N 59318—Wt. 11 oz. **$6.87**

(3) Bullet Man
Crash through obstacles with "steel" arms, helmet. Launch by threading flight line through loops on uniform, tie ends at diagonal angle and he's off.
WHAT YOU GET: 11¾-in. plastic fully-jointed figure. Helmet, uniform, boots, 14-ft. string.
FOR AGES 4 to 12 years. See Note below.
ORDERING INFORMATION.
49 N 59324—Wt. 9 oz. **$4.87**

(4) Intruder Warrior
Joe's arch enemy. This alien being wages war on the universe using its massive, crusher arms to destroy anything in its path. To activate Intruder's arms press button between shoulders.
WHAT YOU GET: 9-inch tall jointed plastic figure with armor like uniform.
FOR AGES 4 to 12 years. See Note below
ORDERING INFORMATION
49 N 59323—Wt. 10 oz. **$3.87**

(5) Land Adventurer
Supply this G.I. Joe with gear (sold at right) and he's ready for action. Plan dangerous strategies, then use Joe and his team to carry through.
WHAT YOU GET: 11¾-in tall plastic figure. Fully-jointed with Kung-Fu grip hands that enable Joe to clutch and grasp things. Trunks. Lifelike fibrous hair and full beard.
FOR AGES 4 to 12 years. See Note below.
ORDERING INFORMATION
49 N 59328—Wt. 8 oz. **$3.87**

Adventure Vehicles for 8 to 11¾-in. tall action figures

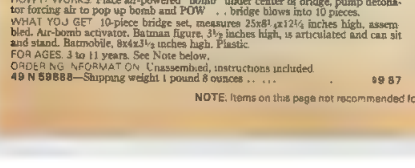
(6) Giant Copter
"Fly" to treacherous rescue spots in copter with movable wheels, rotor blade with clicking sound.
CONSTRUCTION: Copter, 28x9x13½ in. high. Rotor blade, 36 in. long. 4 wheels. Plastic. Seats two 8 to 11¾-in. tall action figures (not included).
FOR AGES 3 to 11 years. See Note below.
ORDERING INFORMATION
79 N 59189C—Shipping weight 4 pounds **$10.44**

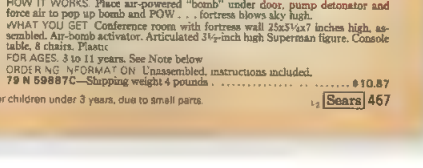
(7) Jeep
Rolls over rugged terrain. Realistic movable steering wheel and windshield.
CONSTRUCTION: Plastic body with steel axles, black lug tires. 17¼x8⅜x9 in. high. Seats two 8 to 11¾-in. figures (not included).
FOR AGES 3 to 11 years. See Note below
ORDERING INFORMATION
49 N 59755—Shipping weight 3 pounds . **$4.97**

(8) Secret of the Mummy's Tomb
Can Joe undo the mummy's curse? Search for the mysterious mummy in Egyptian deserts or ancient rocky ruins. The all terrain vehicle can handle any road. Once you've found the ancient burial ground, haul the tomb to the surface with working winch on vehicle. Find the jewels and the curse is broken.
WHAT YOU GET: All terrain vehicle with working winch 14x9¾x5¼ in. high mummy and coffin net, pick, shovel. 2 piece uniform with boots and pith helmet, jewels and adventure comic book. Plastic. Seats one 8 to 11¾-inch figure (not incl.).
FOR AGES 4 to 12 years. See Note below
ORDERING INFORMATION
79 N 59325C—Shipping weight 5 lbs. . . . **$12.97**

(9) Sea Wolf Submarine
Battle the giant squid . . . you actually submerge or raise submarine by remote control air pump.
HOW IT WORKS: To submerge, attach air line to "down" valve on sub, press pump and air rushes out of sub. To ascend, attach air line to "up" valve and pump air into submarine. Watch underwater action through viewer.
WHAT YOU GET: Fully submersible sub 19x5¾ x11 in. high with front gripper tongs, periscope that moves up and down according to altitude, fins stabilizers, clear hinged canopy connecting tower, camera, squid, floating underwater viewer for you, breathing mask and hose for Joe. Plastic. Seats one 8 to 11¾-in. figure (not incl.).
FOR AGES 4 to 12 years. See Note below
ORDERING INFORMATION
79 N 59294C—Shipping weight 4 lbs. . . . **$12.97**

(10) Big Trapper
Put the Intruder behind bars . . . nothing gets in the way of this portable jail armed with netting ray gun. Execute careful plans on how to lure the Intruder into your trap. Once you have him, keep him in sturdy cage. Bars are flexible to allow for quick captures . . . but beware of escape attempts, those crusher arms are mighty strong.
CONSTRUCTION: High impact styrene vehicle measures 27x11¾x12 in. high. Sections are permanently attached but have independent suspension . . . one half operates independently of the other.
Removable capture cage with flexible rubber bars. Realistic interior. Holds three 8 to 11¾-in. figures (not included).
FOR AGES 4 to 12 years. See Note below
ORDERING INFORMATION: Partially assembled, instructions included.
79 N 59298C—Shipping weight 5 lbs. . . **$13.94**





(11) Comic Action Heroes Exploding Bridge
HOW IT WORKS: Place air-powered "bomb" under center of bridge, pump detonator forcing air to pop up bomb and POW . . . bridge blows into 10 pieces.
WHAT YOU GET: 10-piece bridge set, measures 25x8¼x12½ inches high, assembled. Air-bomb activator. Batman figure, 3½ inches high, is articulated and can sit and stand. Batmobile, 8x4x3½ inches high. Plastic.
FOR AGES 3 to 11 years. See Note below.
ORDERING INFORMATION: Unassembled, instructions included.
49 N 59888—Shipping weight 1 pound 8 ounces **$9.87**

(12) Comic Action Heroes Fortress of Solitude
HOW IT WORKS: Place air-powered "bomb" under door, pump detonator and force air to pop up bomb and POW . . . fortress blows sky high.
WHAT YOU GET: Conference room with fortress wall 25x5¾x7 inches high, assembled. Air-bomb activator. Articulated 3½-inch high Superman figure. Console table, 6 chairs. Plastic.
FOR AGES 3 to 11 years. See Note below
ORDERING INFORMATION: Unassembled, instructions included.
79 N 59887C—Shipping weight 4 pounds **$10.87**

NOTE: Items on this page not recommended for children under 3 years, due to small parts.

Go-together Car-Sets and Play-Scenes keep children mini-car motoring happily for hours thru cities and country

"MATCHBOX" Country Vehicles Set of 9 $7.37

"MATCHBOX" City Vehicles Set of 9 $7.37

$9.95 without vehicles

MATCHBOX

$9.95 without vehicles

(1) Weave mini-cars thru 4½ feet of streets and highways complete with 50 traffic signs, hazards or city sites along your route with "MATCHBOX" City

Fine detailing and color on all pieces like a skyway, streets a little to life play environment. Unfolds case to reveal realistic network of city streets . . . then maneuver your "MATCHBOX" vehicles through its busy streets.

WHAT YOU GET: Neat case, 19"x17"x4" in wide, opens into 48x24"x19" high play area of washable vinyl. Injection molded plastic bridge, gas station, overpass ramps, signs and telephone. Scraper backdrop and detailed roadway combine for realistic city background.

FOR AGES: 3 years and up.

ORDER NO. INFORMATION: Partly assembled, instructions included. Vehicles not included.

49 N 58084—Shipping wt. 5 lbs. 4 oz. 9.95

(2) "MATCHBOX" City Vehicle Set

Control traffic flow on busy city streets with vehicles created for private, industrial and commuter service. This complete set will fill all the transportation needs of the busy metropolis, and all of it!

WHAT YOU GET: 9 die-cast metal vehicles. Each from 2 to 3 in. long. Double decker bus, police car, Pontiac Firebird, Dodge Challenger, Vantastar, Volkswagen articulated truck, gas tanker and Boss Mustang.

Made in England.

FOR AGES: 5 to 12 years.

ORDERING INFORMATION:

Shipping weight 1 pound 4 ounces.

49 N 58495 Set 7.37

Note for Both Pages: "MATCHBOX" is a registered trademark owned by Lesney Products & Co. Ltd. England

(3) Wind through 6½ feet of blacktop with over 87 different country sites, signs and hazards with HOT WHEELS® Country Life

Convenient carrying case unfolds to modern farm scene . . . so you can roll up your sleeves and get to "plowing fields" and "planting the spread with mini-vehicles.

WHAT YOU GET: Vacuum formed and heat-sealed vinyl case measures 19"x17"x4" high and when closed. Opens to forms 36x48" play area. Set includes barn, silo, gas station, farmhouse and railroad station ticket office all of durable plastic. Road markings and "acreage".

FOR AGES: 3 years and up

ORDERING INFORMATION: Mini-vehicles not included, order separately below.

49 N 58366—Shipping weight 3 lbs. 8 oz. 9.95

(4) "MATCHBOX" Country Vehicle Set

Machines for farming, construction, hauling and grading. These durable vehicles can help tackle any job a farmer might have a hankering to do.

WHAT YOU GET: Tractor Atlas truck, shovel nose tractor and skip truck, wildlife truck, Mercedes bulldozer, forklift truck and Rod Roller. Each vehicle is made of sturdy die-cast metal and measures from 2 to 3 inches long. Made in England.

FOR AGES: 3 to 12 years

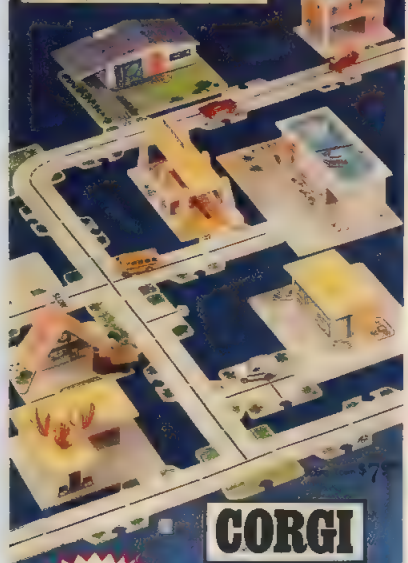
ORDERING INFORMATION:

49 N 58496—Shipping weight 1 lb. 4 oz. Set 7.37

REMEMBER!

You can order items on pages 423 to 598 from now until SEPTEMBER 9, 1977

Corgi Town 6-piece Vehicle Set $4.99



$7.98

CORGI

Wish Book VALUES

Save $2

when you buy Corgi Town (5) and Corgi Vehicle Set (6)

Separate prices total $12.98 — $10.98 set

(5) Corgi Town

There are so many exciting things to do in Corgi Town . . . lay roadway down, snap buildings together and add vehicles. Then rush from the fire-house to the hospital, shop for a new car or just relax at the snack shop . . . there are seven different buildings to visit. Set up town as pictured above or create any layout you wish. Order two Corgi Town's and build a super city.

WHAT YOU GET 41 pc. (20 ft.) of interlocking roadway, snap together garage, hospital, car wash, firehouse, snack shop, home, auto dealer. Laminated synthetic foam-core paperboard. Acrylic "flames".

FOR AGES 3 to 12 years.

ORDERING INFO. Unassembled, instructions included. Vehicles not incl., order below. Order (5) and (6) combination below and save.

49 N 58418—Shipping weight 1 pound 9 ounces — $7.98

(6) Corgi Town Matching Vehicle Set

WHAT YOU GET 6 die-cast metal vehicles, 2 to 3 in. long. Truck, squad, fire engine, chief's car, bus, copter. Made in England.

FOR AGES 3 to 12 years.

ORDERING INFO. Order (5) and (6) combination below and save.

49 N 58419—Shipping weight 12 ounces — Set $4.99

49 N 58422—Town (5) and Vehicles (6). Wt. 2 lbs. 5 oz. — Set $10.98

MATCHBOX MOBILE ACTION COMMAND

$9.97

Drill your men in all five steps of paratrooper training by grabbing sky hook, then freefalling, parachuting, leaping into safety net and using spin-fall pole.

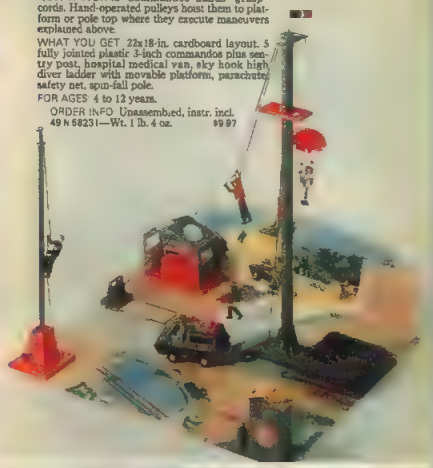
HOW IT WORKS. Commandos' hands "grasp" cords. Hand-operated pulleys hoist them to platform or pole top where they execute maneuvers explained above.

WHAT YOU GET. 22x18-in. cardboard layout. 5 fully jointed plastic 3-inch commandos plus sentry post, hospital medical van, sky hook high diver ladder with movable platform, parachute, safety net, spin-fall pole.

FOR AGES 4 to 12 years.

ORDER INFO. Unassembled, instr. incl.

49 N 58231—Wt. 1 lb. 4 oz. — $9.97



(7, 8) "MATCHBOX" Collectors Series . . .

you're Commander in Chief on land, sea and air with these WORLD WAR II miniatures for display or play

$9.97 set and $8.97 set

(7) Sea Kings 4-piece Set

Not just great toys but also valuable collector's items because details are so fine, and colors so authentic.

WHAT YOU GET. Aircraft carrier, battleship, helicopter carrier and frigate. All are die-cast metal and measure approximately 6 inches long. Made in England.

FOR AGES 3 years and up.

ORDERING INFORMATION

49 N 58491—Wt. 1 lb. 8 oz. — Set $9.97

(8) Battle Kings 3-Piece Set

Collector's quality and so real looking you can almost hear the howitzer howl, track clack.

WHAT YOU GET. 155mm howitzer, half-track and Sherman tank. Each measures approximately 3 inches long. Die-cast metal. Plastic figures. Made in England.

FOR AGES 3 years and up.

ORDERING INFORMATION

49 N 58492—Wt. 1 lb. . . . . Set $8.97

Fully Automatic 35mm Cameras

(A) Yashica Electro 35 GSN Camera with Case. Features 45mm f/1.7 Yashinon lens. Automatic setting of shutter speed from 1/500 to 30 seconds. Coupled rangefinder focusing. 3-way exposure symbol. Electronic leaf-type shutter. Battery checker, self-timer, hot shoe. 4 lbs
310740-PKA11494 .. **$165.00**
Conversion Kit lets you add wide-angle or telephoto lens. 2 lbs
670050-PKA5497 **$70.00**

(B) Minolta Hi-Matic G Camera with Case. Automatic exposure control. Programmed shutter with 1/30 to 1/650 second speeds. 38mm f/2.8 Rokkor lens. Hot shoe, easy-to-use zone focusing. 1 lb
456-007MNL7997 ..... **$100.00**

(C) Yashica MG1 35mm Camera with Case. An automatic 35mm rangefinder camera at a budget price—but loaded with professional features for fine picture-taking. Has the famed electronic "brain" metering system which automatically sets the electronic shutter for perfect pictures every time, in any lighting situation, indoors or outdoors. Comes complete with a high quality 45mm f/2.8 Yashinon lens for all-around use, and a convenient carrying case. Hot shoe. 4 lbs
311060-PKA9993 ..... **$125.00**

(D) Minolta Hi-Matic E 35mm Camera with Case. Day night 35mm camera has programmed electronic shutter, precision 40mm f/1.7 Rokkor lens, auto-flashmatic hot-shoe flash. Shutter speed from 1/1000 to 2 seconds—automatically. Bright viewfinder, CdS electric eye, rangefinder focusing. Built-in self timer puts you into the picture. Comes complete with carrying case. 2 lbs
195-008MNL11994 ..... **$160.00**

(E) Minolta CP Strobe for Hi-Matic E Camera. Hot shoe, battery-operated flash unit. Has CP cord for non-hot-shoe connection. Guide number 25 with ASA 25 film. Compact size. 1 lb
8652-210-MNL1127 ..... **$14.00**

Professional Quality 35mm SLR Cameras

(1) Minolta XE5 Camera with f/1.7 Lens. SLR 35mm camera with superb auto-electronic exposure system. Copal-Leitz shutter with stepless speeds of 1/1000 to 4 seconds. Metered manual exposure control. Self-timer, hot-shoe depth of field preview. Split-image microprism focusing. 50mm f/1.7 Rokkor-X lens. 4 lbs.
087-201-MNL34874 ..... **$500.00**
Leather case for above. 1 lb
6081-132MNL2487 ..... **$30.00**

(2) Asahi Pentax K1000 Camera. Full-format thru-the-lens metering. Top shutter speed of 1/1000 second. Has 58mm f/2.0 Super Multi-Coated Takumar lens. FP and X sync. Built-in hot shoe. 4 lbs
7484HHW18490 .. **$299.50**
Leather case for above. 1 lb
7364HHW2397 **$30.00**

(3) Asahi Pentax KX Camera with f/1.8 Lens. SLR camera with accurate thru-the-lens metering, bright prismatic viewfinder. Shutter speeds from 1 to 1/1000 sec. Self-timer, depth of field guide, distance scale. CdS exposure meter. With 55mm f/1.8 SMC Takumar lens; takes full range of Pentax bayonet lenses. Built-in hot shoe. 4 lbs
7496HHW27990 ..... **$407.19**
Leather case for above. 1 lb.
7364HHW2397 ..... **$30.00**

(4) Minolta SRT-202 Camera with f/1.7 Lens. Thru-lens CLC metering. Micro-prism split screen focusing. Multiple exposure capability. Shutter speeds 1 to 1/1000 sec plus B. Self-timer. 50mm f/1.7 Rokkor-X lens. Hot shoe. 4 lbs
2002-132MNL28994 ..... **$410.00**
Above, with f/1.4 lens. 4 lbs.
2002-122MNL34994 ..... **$465.00**

(5) Minolta SRT-201 Camera. Thru-lens CLC metering, microprism focusing. Speeds, 1 to 1/1000 sec plus B. 50mm f/1.7 lens. 4 lbs
2003-132MNL24697 ..... **$360.00**
Above, with f/1.4 lens. 4 lbs
2003-122MNL29790 ..... **$415.00**
Leather case for (4), (5). 1 lb
6059132MNL2197 ..... **$25.00**

Please see front of catalog for an explanation of manufacturers' warranties.

Canon 35mm SLR Camera

Choice of Lenses

Canon FTb Camera with f/1.8 Lens. A precision-made 35mm SLR camera, packed with professional features. Ultra-fast FD, 50mm f/1.8 lens. Selective central-area spot metering, all metering information is visible in the viewfinder. Shutter speeds from 1 sec. down to an action-freezing 1/1000 second, plus B. Breech-lock lens mount. Exclusive QL mechanism. Self timer. Black/chrome. Lens cap. 5 lbs.
129828PNN27994 .... $406.00

Leather case for above. 1 lb.
466101-PNN1887 ..... $24.00

Please see front of catalog for an explanation of manufacturers' warranties

1
2
3
4
5

Ricochet Racers™ Daredevil Set $9.95 set

Combine race car action and your target shooting and racing skills with load, lock and let-er-rip rifle.

HOW IT WORKS Set barrels up and place ramp in front. Place car in cartridge, slide cartridge into barrel of rifle, aim and pull the trigger. Ejected car races up ramp and crashes into barrels.

HERE'S WHAT YOU GET 20-inch long spring-powered rifle, cartridge, cartridge belt, car 6 barrels and ramp. High-impact styrene.

FOR AGES 6 to 12 years.

ORDERING INFORMATION

79 N 5847 1C—Shipping weight 4 pounds . . . . . Set $9.95

Tonka® Tanker $14.47

"Pump" real liquids from the large tank of this rugged tanker. Use at construction sites, over-the-road hauling or milk hauling at the farm.

HOW IT WORKS Fill trailer tank at top. Remove 2 hoses from storage area at rear, connect the two together and attach to valve at side. Turn the valve and the water actually drains out for pump-like action.

CONSTRUCTION Durable steel 25⅜x6¾x7½-inch high tanker. Includes valve and two plastic hoses.

FOR AGES 3 years and older

ORDERING INFORMATION

49 N 58097—Shipping weight 6 pounds 8 ounces $14.47

Hot Wheels® Flying Colors™ Baja Cut-off for high speed, downhill racing action

$8.95 set

Hot Wheels® Baja Cut-off Set includes two die-cast metal race cars (1/64 scale) with low-friction wheels

HOW IT WORKS Two Hot Wheels® Flying Colors cars line up at top of hill. Press fair-start button and they're off! Cars speed down straightaway and through the hairpin curve. Fastest car cuts other off at crossover and takes the lead into the second curve, down through the tunnel and pass the finish gate at the bottom. First one over the gate wins.

HERE'S WHAT YOU GET 55x24x18-inch high desert scene track-support of rigid paper fiberboard. Approximately 10-foot long plastic track. Two 1/64 scale metal cars die cast for detail; fast rolling low-friction wheels.

FOR AGES 4 to 12 years.

ORDERING INFORMATION Shipped partially assembled, instructions included.

49 N 58361 Shipping weight 3 pounds 6 ounces . . . . . Set $8.95

So easy to buy when you just use the phone

REMEMBER!

You can order items on pages 423 to 598 from now until SEPTEMBER 9, 1977

With Book VALUE

NYLINT 20-piece Vacationeer Set

Cut 22% Was $12.95 **$9.98** set

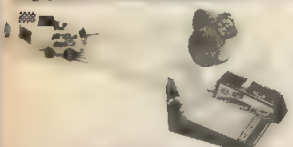
Ride the rapids with canoe or go scuba diving off sailboat . . . steel Blazer with trailer pulls either

Reduced from our 1975 Christmas Book.
Load up the Blazer and join this family of 4 on a camping trip to the lake. There's a realistic sailboat for fishing and a canoe for the dangerous ride down the rapids. Either boat can be carried on the trailer.

SET INCLUDES Heavy gauge steel 12x5x5 inch high Blazer with detailed interior and trailer hitch. Plastic 9½-inch long sailboat, 12½ inch long canoe, tent, fish pole, net, surfboard, snorkel, fins life preserver, mess kit, two oars and a family of four figures. Non toxic finish in blue, white and yellow. Hemmed edges.

FOR AGES 3 years and older. Not for ages under 3, due to small parts.

ORDERING INFO: Wt. 3 lbs. 4 oz.
49 N 58342 . . . . . Set $9.98



Drag Van $6.97 set

Have fun racing for high speeds and long distances with your own version of drag strip racing.

HOW IT WORKS Load van on front of track, hook to console and pull lever release. Rubber-band propulsion system releases van as chute opens automatically.

SET INCLUDES High-impact polystyrene 27¼x9¼x4¼-inch high console and track, 2x4x2¼-inch high yellow plastic van with 10-inch diameter decorated nylon chute.

FOR AGES 4 to 12 years.

ORDERING INFORMATION. Partially assembled.
49 N 58093—Wt. 1 lb. 11 oz. . . . . Set $6.97

Tonka® Material Handling Set $9.97 set

Working parts let child duplicate cargo-handling just like at a real loading dock—load, dump, lift and haul cargo containers.

SET INCLUDES 4 to 6-inch long plastic and steel vehicles in assorted colors: forklift raises, lowers removable cargo bin; van truck with tilting box and detachable trailer with steerable front wheels; flat-bed trailer with removable bins and scrap ladle truck with hopper that swings out, tilts for dumping.

FOR AGES 3 years and up.

ORDERING INFORMATION
49 N 58094—Shipping weight 2 lbs. 8 oz. . . . . Set $9.97

Phone ordering's a quick and easy way to buy.

Mighty Max™ even climbs walls

Have fun assembling and disassembling Mighty Max™ and watch him perform his many feats.

HOW IT WORKS Battery-operated man with adjustable joints. He'll walk forward and reverse direction when there's an obstacle . . . he'll even climb walls with the mobile.

HERE'S WHAT YOU GET 13-in. high white plastic Mighty Max™ with red, blue and silver-color head. Plastic wrench, winch, mobile, removable helmet, lance and shield.

FOR AGES 5 years, up.

ORDERING INFO Requires 2 "C" batteries, not included. Wt. 2 lbs. 2 oz.
49 N 58092 . . . . . $9.97

Alkaline "C" Batteries. Pkg. of 2. Wt. 5 oz.
49 N 45997 . . . . $1.39

$9.97 without batteries

(1 and 2) Lightnin' SSP Cars $3.94 each

Pull T-stick to rev up each Lightnin' SSP car. Plastic cars with a special paint job featuring race stripes and flames down the sides.

FOR AGES 5 to 10 years.

ORDERING INFORMATION

(1) 6-inch long SSP Barracuda.
Shipping weight 10 ounces.
49 N 58091 . . . . . Each $3.94

(2) 6-inch long SSP Drag King.
Shipping weight 9 ounces.
49 N 58098 . . . . . Each $3.94

(3 and 4) Tiny Mighty Mo $3.44 each

A gentle push starts powerful flywheel motor on these two vehicles . . . get fantastic distance runs.

CONSTRUCTION Red and yellow plastic dump truck has hand-operated bed that lifts and dumps. Realistic red and white plastic fire truck has ladder that raises and lowers by hand. Each 3½ inches long.

FOR AGES 3 to 7 years.

ORDERING INFORMATION

(3) Dump Truck. Shpg. wt. 8 oz.
49 N 58095 . . . . . Each $3.44

(4) Fire Truck. Shpg. wt. 8 oz.
49 N 58096 . . . . . Each $3.44

(5) TEXACO® Highway Truck Stop

$9.97 set

Run your own gas station right in your living room with this truck stop set.

SET INCLUDES Heavy gauge steel truck with chrome-plated steel tanker . . . realistic Texaco logo on side. Cab and tanker measure approximately 11x2¾x2⅞ inches high. You also get a plastic 5x2⅝x2¾ inch high Texaco wrecker truck, 4½x2⅞x2⅛ inch high Texaco jeep and three station attendants. Auto-type action Texaco gas pumps with flexible hose and nozzle. Plastic accessories. From Japan.

FOR AGES 3 to 12 years.

ORDERING INFO Wt. 1 lb. 14 oz.
49 N 57014 . . . . . Set $9.97

(6) M•A•S•H® Field Hospital Set

$4.99 set

You're Hawkeye of the television show "M•A•S•H", the helicopter's landing with more patients and it is your duty to safely take them to the field base before an enemy attack.

SET INCLUDES 23-piece set incl. 3¾x2⅞x2½-inch high field hospital with removable roof comes with operating table, I.V. feeding stand, operating lamp and 3 figures. Helipad scene comes with windsock to tell wind direction, 2 stretcher bearers, stretcher and reclining figure. Latrine building with removable roof comes with sandbagged bunkered flagpole with American flag, 2 figures and two 50 gal. petroleum cans. All three scenes and pieces are rugged molded plastic. Die-cast metal vehicles 3 to 3¼ inches long include ambulance, rescue helicopter, jeep and trailer. Taiwan.

FOR AGES 4 to 10 years.

ORDERING INFO: Wt. 1 lb. 8 oz.
49 N 58417 . . . . . Set $4.99

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(7) NYLINT Army Command Car

$5.94

Take charge of the battlefield with this rugged command car.

CONSTRUCTION: Rugged steel car with detailed interior, white lettered tires and hemmed edges. Non-toxic, olive green enameled finish. 12¼x3⅝x3⅝ inches high. Flexible soldier included.

FOR AGES 3 years and older.

ORDERING INFO: Wt. 2 lbs. 4 oz.
49 N 54205 . . . . . $5.94

(8) Baja Van with mag wheels

$5.94

Close the rear door and you're set to go riding thru the countryside.

CONSTRUCTION Rugged heavy-gauge steel with hemmed edges and rounded corners . . . impact-resistant bumpers. Deep-dish mag-style wheels with tough plastic wide dual tires. Chrome-plated bumpers and grille. Shatter-resistant tinted windows and custom porthole-type bubble window. Baja Van comes with fully detailed custom-look interior with rear door that opens for easy access. 11½x4¾x4⅝ inch high body with purple and lavender enamel finish.

FOR AGES 3 years and up.

ORDERING INFO: Wt. 2 lbs. 4 oz.
49 N 57023 . . . . . $5.94

Zoom thru the daredevil world of Evel Knievel™

(1) Funny Car
Sturdy for rugged play yet has fine model details. Lift up body shell to reveal realistic souped-up engine.
HOW IT WORKS: Fit car onto energizer, crank for power and release. Car races at record breaking speeds and performs track stunts like wheelies.
WHAT YOU GET: Energizer. Car 5½x5x14 in. long. Plastic.
FOR AGES: 5 years and up.
ORDERING INFO: Figure not incl.
49 N 58296—Wt. 2 lbs. 8 oz. . . . $9.94

(2) Super Cycle
Jet turbine engines emit real sparks. High-traction tires and impact-absorbing fork really bounce to take the shock of stunt driving.
HOW IT WORKS: Place gyro-powered cycle on energizer, crank and release. Cycle zooms through wheelies, jumps, spins out, emits sparks.
WHAT YOU GET: 8½x2½x4½-in. high cycle, energizer, 7-in. Evel figure in full uniform. Plastic.
FOR AGES: 5 years and up.
ORDERING INFORMATION:
49 N 58291—Wt. 2 lbs. 2 oz. . . . $12.94

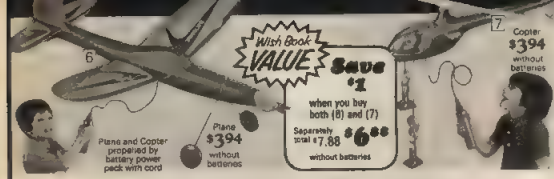
(3) Stunt Cycle
Soar, jump and spin out at great speeds. Cycle has realistic traction tires, front fork, kickstand.
HOW IT WORKS: Charge cycle . . . place on gyro energizer, crank and release. Cycle can pull wheelies, jump and spin out.
WHAT YOU GET: 8½x2½x4½-in. high cycle, energizer, 7-in. tall Evel figure with uniform. Plastic.
FOR AGES: 5 years and up.
ORDERING INFORMATION:
49 N 58224—Wt. 2 lbs. 2 oz. $9.94

(SHOWN ON OPPOSITE PAGE)

(4) Trail Bike
It takes steady nerves to control this high-action machine through the pylon obstacle course. Cycle has high traction tires and impact-absorbing front fork that can take the grueling trails and quick turns of the road.
HOW IT WORKS: Place cycle on gyro energizer, crank and release. Cycle speeds off on two wheels performing jumps, wheelies and spin-outs.
WHAT YOU GET: 8½x2½x4½-in. high cycle, 4 pylons, 7 in. high each, and 7-in. tall Evel figure with uniform. Energizer. Plastic.
FOR AGES: 5 years and up.
ORDERING INFORMATION:
49 N 57026—Shpg. wt. 2 lbs. 4 oz. $9.94

(5) Stunt World Set
Maneuver Evel and his cycles by hand through all kinds of daredevil stunts. Set up two ramps and thrill Evel's fans in a standing-room-only coliseum. Then load sky cycle onto trailer and drive his truck to the canyon edge. Set up launching ramp, inspect the landing area on the other side and get ready to reenact Evel's most daring feat of all time . . . jump the Snake River Canyon!
Play area features canyon reproduction, coliseum, motocross trails and hill climb, all with realistic painted features.
WHAT YOU GET: Vinyl play area measures 34x23x3 inches high, and folds into convenient case. 2 motorcycles with 2 Evel Knievel figures, 2 ramps, sky cycle, truck and carrying trailer. All figures and vehicles are approximately 2 inches long and are made of durable plastic.
FOR AGES: 5 years and up.
ORDERING INFO: Partly assembled.
49 N 57084—Shpg. wt. 4 lbs. . . . . Set $13.45

Take to the sky



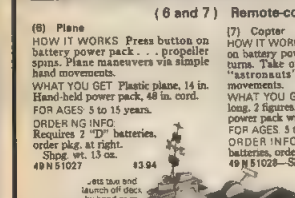
(6 and 7) Remote-control Plane and Copter

(6) Plane
HOW IT WORKS: Press button on battery power pack . . . propeller spins. Plane maneuvers via simple hand movements.
WHAT YOU GET: Plastic plane, 14 in. Hand-held power pack, 48 in. cord.
FOR AGES: 5 to 15 years.
ORDER NG INFO: Requires 2 "D" batteries, order pkg. at right.
Shpg. wt. 13 oz.
49 N 51027 $3.94

(7) Copter
HOW IT WORKS: Touch a button on battery power pack and rotor turns. Take off, land and rescue "astronauts" via simple hand movements.
WHAT YOU GET: Copter, 8½ in. long. 2 figures. Plastic. Hand-held power pack with 24-in. cord.
FOR AGES: 5 to 15 years.
ORDER INFO: Requires 2 "D" batteries, order pkg. at right.
49 N 51028—Shpg. wt. 1 lb. $3.94

Buy both Plane (6) and Copter (7) and Save $1.00
WHAT YOU GET: Plane (6) and copter (7), two battery power control packs with cords.
ORDER NG INFO: Plane and copter require 2 "D" batteries each, order package below.
49 N 51029—Wt. 1 lb. 13 oz. $6.88

"D" Batteries. Package of 6. Shipping weight 1 lb. 6 oz.
49 N 46995 . . . . . Package $1.69



(8) Flying Aces Attack Carrier
Take off from two air strips aboard ship.
HOW IT WORKS: Set plane on taxi track, pull back hand lever . . plane taxis into position. Thrust lever down, plane takes off. Hook second plane on elasticized launching track . . . pull back, release plane for flight. Bridge has blinker.
WHAT YOU GET: 3 ft. long plastic ship (does not float). Two 4-in. flexible plastic planes, rubber bands, label set and instructions.
FOR AGES: 4 years and up.
ORDERING INFORMATION: Partially assembled.
79 N 59077C—Shipping weight 5 lbs. $11.76

(SHOWN ON OPPOSITE PAGE)

(9) "MATCHBOX"® Skybuster Airport
Big play action in neat carrying case.
WHAT YOU GET: Vinyl case unfolds into approx. 24x20-inch play area. Includes control tower and terminal.
FOR AGES: 4 to 12 years.
ORDER NG INFORMATION: Planes not included, order set below.
49 N 58405—Shipping weight 1 lb. $4.95

(10) "MATCHBOX"® Skybusters
Four different detailed planes.
WHAT YOU GET: 4 die-cast metal planes, Corsair, RamRod, WildWind and Cessna Twin, 3 to 4 in. long. Made in England.
FOR AGES: 4 to 12 years.
ORDER NG INFORMATION
49 N 51404—Shpg. wt. 8 oz. . . . . Set $5.47
NOTE for both pages: "MATCHBOX" is the registered trademark owned by Lesney Products & Co. Ltd. England

(11) Advance Island Base . . . be commanding officer of this air station.
HOW IT WORKS: Hook planes into elasticized launching pad . . . pull back then release hand lever to send them into free flight.
WHAT YOU GET: Vinyl case forms 13¼x22x6½ in. high play area. 2 plastic 4-in. planes. Molded plastic tower, hangar, office.
FOR AGES: 4 years and up.
ORDERING INFORMATION
49 N 58076—Shpg. wt. 2 lbs. $8.95

(12) Hot Wheels® Military 8-Pak
For exciting patrols while on maneuvers.
WHAT YOU GET: 6 die-cast metal cars: Tough Customer®, Gun Slinger®, Gun Buckets™, Khaki Kooler™, Aw Shoot™ and Staff Car. Each 2 to 3 in. long. Hong Kong.
FOR AGES: 5 to 12 years.
ORDERING INFORMATION
49 N 58493—Shpg. wt. 13 oz. . . . Set $4.97

Evel Knievel™ Trail Bike

Set Evel Knievel™ roaring through this 4 pylon obstacle course

$9.94

4

Set includes:
2 motorcycles with Evel figures
2 ramps, sky cycle and truck with carrying trailer

Evel Knievel™ Stunt World Set

Hurtle Evel's sky cycle (by hand) across Snake River Canyon

$13.45 set

5

Folds into compact case

for thrilling adventures

Folds into compact case

9

10

Hand launch "MATCHBOX"® Skybusters from their own airport with two runways

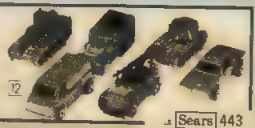
"MATCHBOX" Skybuster Airport $4.95 without planes | "MATCHBOX" Skybusters $5.47 set of 4

Launch two jets by remote control

Flying Aces Advance Island Base $8.95

Folds into compact case

Military 6-Pak $4.97 Set



12

Elegance in Electronics

Timely Watch Fashions

1 **Helbros Electronic "585".** Transistorized battery powered, no winding Sweep second hand Yellow top, stainless steel back
18631-HE6890 ..... $105.00†

2 **Hamilton Venus.** 10K white rolled gold-plated case with adjustable band and stainless steel back Transistorized electronic watch
932117WHW9990 ..... $150.00†
As above, in yellow.
932017WHW9990 ..... $150.00†

3 **Hamilton Cybelle.** Transistorized electronic watch 14K gold electroplate case. Water resistant.* Silver/orange dial
931417WHW8990 ..... $135.00†
As above, with stainless steel case, silver/blue dial
931317WHW7990 ..... $120.00

4 **Elgin Electrimatic.** Swissonic electronic watch with yellow case and matching expansion bracelet
1312ELG6990 ..... $105.00†
As above in white.
1311-ELG6690 ..... $100.00†

5 **Waltham Electro Lady.** No-winding watch is water-resistant*. Incabloc shock resistant*. Yellow case with stainless steel back Sweep second
502WY5790 ..... [redacted]
As above, in white with blue dial
512WY5490 ..... $82.50†

6 **Dunhaven Electronic.** Modern textured bracelet with yellow case and shaded brown dial
51908ED5490 ..... $82.50†

7 **Waltham Royal Electro II.** No-winding electric is Incabloc shock-resistant*. Yellow case with stainless steel back Sweep second hand
498WY7490 ..... $112.50†

8 **Waltham Lady Electro.** Shock-resistant* Incabloc movement with sweep second hand Yellow top with stainless steel back Electric — no winding
490-WY5490 ..... $82.50†

9 **Waltham Lady Royal** 7-jewel Swiss watch is Incabloc shock resistant* Rhinestone on black dial with silk strap Yellow case
517WY2990 ..... $45.00†

10 **Waltham Wendy Lee.** Brushed gold-tone bracelet and yellow case frame a bronze dial 17-jewel Swiss movement, Incabloc shock resistant*
525WY5490 ..... $82.50†

11 **Waltham Katherine.** Slim and trim styling with elongated yellow case and brushed dial 17-jewel Swiss movement Incabloc shock resistant*
520-WY5990 ..... $80.00†
As above, in white
521-WY5790 ..... $86.50†

12 **Waltham Royal Bev.** 17-jewel Swiss movement, Incabloc shock resistant* Squared brown dial with yellow case and textured bracelet
505WY4690 ..... $70.00†

13 **Waltham Royal Marly.** Yellow Florentined case with mesh slip-thru band 17-jewel Swiss movement, Incabloc shock resistant.*
506WY4590 ..... $68.50†

14 **Waltham Royal Jill.** 17-jewel Swiss movement; Incabloc shock-resistant* Champagne dial with Florentined yellow top Link bracelet.
499WY5690 ..... $85.50†

15 **Waltham Andrea.** Modern white case and link bracelet with blue dial. 17-jewel movement, shock resistant*. Stainless steel back
518WY5490 ..... $82.50†

*Shock-resistant and water-resistant in accordance with U.S. Government Standards.
Prices may change due to the fluctuation of the dollar and instability of the gold market.
Please see front of catalog for an explanation of list - reference prices (†), and manufacturers' warranties.

Accent Her Wrist

1 **Waltham Fashion Pat.** Smartly styled with 17-jewel Incabloc shock resistant* Swiss movement. White top and stainless steel back
[redacted] ..... $86.50†
As above in yellow.
523WY5990 ..... $90.00†

2 **Waltham Royal Pam.** Attractively styled yellow case with adjustable bracelet. 17-jewel Swiss movement; Incabloc shock-resistant*
503WY4790 ..... $72.00†

3 **Waltham Lady Dawn.** Stunning white case with dramatic blue dial. 17-jewel Swiss movement; Incabloc shock-resistant*. Attached bracelet.
524WY4990 ..... $75.00†

4 **Jules Jurgeneon . . . Karen.** 17-jewel movement. Oval case with mesh gold filled bracelet. Stainless steel back
5511-GJ8490 ..... $127.50†

5 **Jules Jurgeneon . . . Shelley.** Stunning bracelet watch with blue dial and 17-jewel movement. Micron goldtone case with matching bracelet
5513CJ5990 ..... $90.00†

6 **Waltham Laurel.** Fashionable design in a linked bracelet dress watch. 17-jewel movement, shock resistant*. Yellow top with brown dial
519WY5490 ..... $82.50†

7 **Waltham Royal Jill.** Bright flecks and white markers spark the dark blue dial. 17-jewel Swiss movement, Incabloc shock resistant*.
500-WY5690 ..... $85.50†

8 **Waltham Royal Mons.** 17-jewel Swiss Incabloc movement in yellow case with grained dial. Stainless steel back with adjustable bracelet
504WY4290 ..... $64.50†

9 **The Look of Tiger Eye by Elgin.** Stunning polished yellow octagon frames a simulated tiger eye dial. Brushed goldtone slip-through bracelet. 17-jewel Swiss movement
1295ELG5490 ..... $82.50†

10 **Elgin Vanessa.** 17-jewel, Incabloc shock resistant* Pearlized dial framed by a yellow rectangular case with adjustable mesh bracelet.
1294ELG7990 ..... $120.00†

11 **Elgin Capri.** Marbleized brown-tone dial with one piece brushed satin case and adjustable linked bracelet. 17-jewel movement and Incabloc shock resistant*
1328ELG6290 ..... $94.50†

12 **Waltham Royal Fashion.** Textured bracelet with polished yellow case. 17-jewel Swiss movement. Incabloc shock resistant*
491-WY4990 ..... $75.00†

13 **Benrus Lady Lyn.** Yellow marquise shaped case with faceted crystal and adjustable link bracelet. 21-jewel shock absorbing movement*. Stainless steel back
5332BW6490 ..... $97.50†
As above, in white.
5333BW6490 ..... $97.50†

14 **Benrus Lady Carla.** 17-jewel shock absorbing movement* Brushed goldtone case frames a marbleized dial with a braided style adjustable slip-thru bracelet
5561-BW7490 ..... $115.00†

15 **Benrus Lady Gem.** One-piece mesh bracelet and case combination. Burgundy colored dial with 17-jewel shock absorbing movement*. Yellow case with stainless steel back
5505BW6990 ..... $105.00†

*Shock resistant in accordance with U.S. Government Standards.

Prices may change due to the fluctuation of the dollar and instability of the gold market. Please see front of catalog for an explanation of list - reference prices (†), and manufacturers' warranties.

SMITH-CORONA® ● durability ● dependability

Embossed vinyl padded carry bag

Smith-Corona Sterling Automatic 12

- **Wide carriage electric with 84 character keyboard and power space key**
- **Powered carriage return plus repeating keys for X x - _ . and spacing**

Powered shift keys, backspace Signal light Tabular preset for indents, subtitles and columns. End-of-page gauge Quick-set margins. Variable spacing Changeable type key for special symbols Weight 18 lbs

3LRC01-CM15567 Pica **$198.50**
3LRC66CM15567 Elite **$198.50**

Smith-Corona® Galaxie® Twelve

PICA type
ELITE type

- **Wide carriage takes typing paper the long way**
- **88-character keyboard with full length tabulator**
- **Sturdy steel frame and metal jacketing**

Durable and good looking, the Galaxie Twelve is an all-time favorite Smooth keyboard action plus durability and dependability Personal touch adjustment and selector for ribbon or stencil Power-space key Changeable type-keys (2) for signs, symbols and accents 5-position line spacing and line space variable button End-of-page gauge Padded carriage return lever Other features like visible margins, paper support arms, line indicator and carriage centering lever Weight 24 lbs

6MLC01-CM11997 Pica **$163.25**
6MLC66CM11997 Elite **$163.25**

Double-walled carrying case for extra protection

Smith-Corona® Sterling® Electric 12

Embossed vinyl, heavy padded carry bag

- **Quality-built, budget priced basic electric**
- **Wide carriage takes typing paper the long way**
- **84-character keyboard, manual carriage return**

Has repeating keys for Xx- plus power spacing Electric shifts and electric backspace Changeable type key for accents symbols Touch selector Signal light Everything you need for homework with a neat electric look Weight 18 lbs

3LMC01-CM13997 Pica **$177.50**
3LMC66CM13997 Elite **$177.50**

Smith-Corona® Corsair® Deluxe

Top snaps on for travel

- **Popular lightweight has 84-character keyboard**
- **Touch selector and 3-position ribbon selector**
- **Space age styling, colors molded in Tough!**

Impact resistant jacketing Two paper scales and end-of page gauge Visible quick set margins, paper support arms, preset tab for indents and columns Erasure table and padded carriage lever Integral cover snaps on Everything you need for neat homework, school work and letters Weight 12 lbs

6YC01-CM5797 Pica **$81.95**
6YC66CM5797 Elite **$81.95**

Please see front of catalog for an explanation of manufacturers' warranties.

SMITH-CORONA® cartridge electrics

- Cartridges interchange in 3 seconds
- Carbon film for executive letters
- Fabric ribbons for routine typing
- Wide carriage takes typing paper the long way
- Office sized 88-character keyboard
- Power carriage return (on Super 12)
- Repeating keys for X x _ - . ; repeat spacing

Smith-Corona®
Coronet®
Super 12

PICA type
ELITE type

(A) CORONET® SUPER 12. Features wide carriage electric with full-size 88-character keyboard Changeable cartridge ribbons Has type-impact adjustment power return for carriage repeating keys repeat spacing, full range tabulator, changeable type keys, many more features Weight 30 lbs

6LEA01-CM19980 Pica $289 75
6LEA66CM19990 Elite $289.75

(B) CORONET® CARTRIDGE 12. Wide carriage electric with quick interchange ribbon cartridge feature Carbon film for executive letters Fabric ribbon for routine typing Manual carriage return One changeable type key Weight 28 lbs

6ELW01-CM17980 Pica $255 75
6ELW66CM17990 Elite $255 75

Heavy duty double-walled carrying case for extra protection

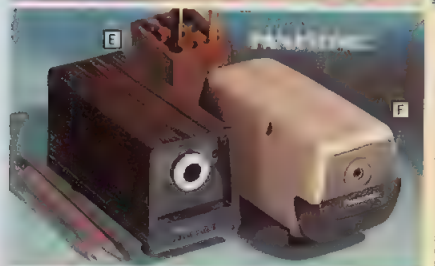
SMITH CORONA® RIBBON CARTRIDGES
No-mess interchangeable cartridges eject at a touch Slide new one in and type Nothing else to do Use black carbon film for executive letters; fabric for routine work
(Smith-Corona carbon film cartridges type an average of 80 business letters Fabric ribbon cartridges type about 70,000 words)

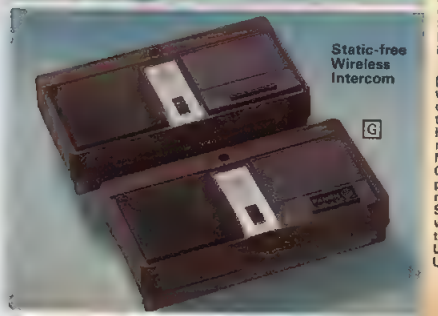
BLACK CARBON FILM

BLACK FABRIC

BLACK CARBON FILM
17004CM197 ..... $2.45
BLACK FABRIC
23630-CM227 ..... $2.95†

Smith-Corona®
Coronet®Cartridge 12





Everything for the Office

(A) Underwood Electric Adding Machine. Adds, subtracts, multiplies, gives direct credit balance. Lists 7 digits, totals 8. With clear key. Has non-add, correction, repeat keys. Direct subtraction. Standard 10-key keyboard. With dust cover. 13 lbs.
288RLV5983 ..... **$79.50**

(B) Addmaster Electric Adding Machine. All-electric lightweight lets you add, subtract, multiply, subtotal and total—quickly and accurately—at home, school, office or on the road. Lists 7 columns, totals 8. Simplified keyboard, sensitive key response for effortless operation. Delivers clear, legible type. Self-inking ribbon. Portable—just tuck in the cord, snap on cover, pull out handle and carry anywhere. 12 lbs.
108RCH5977 ..... **$84.50**

(C) Royal "Sabre" Portable Typewriter. Full-sized portable with 88-character keyboard and a load of features for easy, convenient operation. Has Magic® Margin controls for fast margin settings, Magic® Meter scales, Magic® column set and clear. Touch Control® selector gives the "feel" you prefer. Uses quick-loading Twin-Pak® ribbon cartridge. Ribbon color selector. Stencil cutter provision. Includes convenient carrying case. With Pica or Elite type. 21 lbs.
UA589RY8697 Pica **$114.95**
UA590-RY8697 Elite **$114.95**

(D) Royal "Medallion II" Electric Typewriter. The total electric portable with wide 12" carriage. Features include electric carriage return, electric repeat space-up, electric repeat forward and back space, electric tab, set and clear Magic® Margins, touch control. Impact-resistant carrying case. 40 lbs.
UA765RY18967 Pica **$269.95**
UA766RY18967 Elite **$269.95**

(E) Panasonic "Insta-Point" Electric Pencil Sharpener. Fully automatic—just insert pencil. Auto-Stop mechanism prevents oversharpening. Transparent shavings receptacle; suction cup feet. Tool steel cutter. Woodgrain. 4 lbs.
KP77A-MPG1776 ..... **$25.95**

(F) Panasonic Electric Pencil Sharpener. Exclusive Auto-Stop mechanism prevents oversharpening and waste. Automatically starts when you insert pencil. Non-skid suction cups. Transparent shavings receptacle. Sandalwood tan. 3 lbs.
KP88A-MPG1676 ..... **$21.95**

(G) Fanon FM Wireless Intercom Set. Static-free system for instant two-way communication; just plug units into AC outlets on same power line. FM circuitry blanks out background interference, unaffected by electric motors, fluorescent lights, etc. Two channels. 4 lbs.
FMW2FNN9997 ..... **$159.95**

Please see front of catalog for an explanation of manufacturers' warranties.

Dolls and Plush Toys

(A) 25" Baby Dear One. Huggable foam-filled cloth body. Rooted hair, sleeping eyes. 5 lbs
4504TVG1197 ..... **$21.95†**

(B) 16" Hug A-Bye Baby. So lovable with impish face, rooted hair, sleeping eyes. 3 lbs
4618TVG967 ..... **$14.95†**

(C) 12" Ginny Baby. Skin-soft, jointed, drink/wet vinyl doll. Bottle, 2 piece bunting. 2 lbs
7292TVG667 ..... **$10.95†**

(D) 16½" Bert. Sesame Street™ pal in rag doll form. Sporty 2 piece cotton outfit. 1 lb
2603KT447 ..... **$6.00**

(E) 14" Ernie. Rag doll from Sesame Street™ gang. Dressed in denim pants, knit shirt. 1 lb
2602KT447 ..... **$6.00**

(F) 13" Snuffle-Upagus. Gentle TV pal with big nose, plush body, locked-in eyes. 2 lbs.
2624KT697 ..... **$9.50**

(G) 16" Oscar the Grouch. Delights, with quality plush body, safety locked-in eyes. 1 lb
2614KT597 ..... **$8.50**

(H) 14" Cookie Monster TV favorite with huge mouth, locked-in eyes. Finest plush. 2 lbs.
2610-KT597 ..... **$8.50**

(J) 20½" Grover. Wiggly, fine quality plush body. Safety locked-in eyes. 1 lb
2620-KT597 ..... **$8.50**

(K) 11" Baby Softina. Soft foam baby doll drinks and wets. Tubbable. Clothing may vary. 2 lbs
325XP397 ..... **$5.50†**

(L) 11" Baby Softina with Layette. Drink/wet foam baby, rooted hair. Bathtub tray and more. 2 lbs
55XP597 ..... **$8.50†**

(M) 14" Softina in Trunk. Foam drink/wet baby, wardrobe. 4 lbs
T17XP1097 ..... **$15.95†**

(N) 16" Softina. Soft foam drink/wet baby, rooted hair. 3 lbs
582XP747 ..... **$10.95†**

(P) 16" Baby Storkline. Pouts, cries "MaMa". Cloth body, vinyl arms, legs, sleeping eyes. 3 lbs
4661-XP797 ..... **$11.95†**

(R) 16" Agatha Bride. In beautiful satin gown with bouquet, veil. Rooted hair, eyes close. 2 lbs
91635UG897 ..... **$12.95†**

(S) Agatha Family. 16" and 10½" dolls with rooted hair. 2 lbs
91675UG1097 ..... **$15.95†**

(T) 16" Old Fashioned Cradle Baby. Jointed, drinks/wets. 3 lbs
51529UG547 ..... **$7.50†**

(V) 21" Drinkee Walker. Drinks from life-size bottle, wets. Jointed vinyl, rooted hair. 5 lbs
8623HD1097 ..... **$15.00**

(W) 14" Bye-Lo Baby. Soft vinyl head, arms, legs. Foam fill. 3 lbs
7301-HD697 ..... **$10.00**

(X) 15" Baby Buttercup Drinks, wets. Rooted hair, jointed. 2 lbs
9553HD697 ..... **$10.00**

(Y) 19" Thirstee Baby. Rooted hair, vinyl head, arms, legs. Drinks, wets, jointed. 4 lbs
9781-HD897 ..... **$13.00**

(Z) 12" Musical Lullaby Baby. Pull string, music plays. Twists, turns, drinks, wets. Vinyl. 3 lbs
9812HD797 ..... **$11.00**

Please see front of catalog for an explanation of list - reference prices (†), and manufacturers' warranties

Children's Favorite Dolls & Puppets

Holly Hobbie
American Greeting Card Characters

Ventriloquist Pal
for boys and girls

(A) Talking Big Bird. Soft and cuddly. Pull string activates Big Bird's "voice". 16½" tall. 3 lbs
3167TEK997 ..... **$15.95†**

(B) Bert Hand Puppet. Move his arms and mouth like Jim Henson Muppet on Sesame Street. 2 lbs
3153TEK597 ..... **$7.95†**

(C) Ernie Hand Puppet. Sesame Street Muppet with easily movable mouth and arms. 2 lbs
3152TEK597 ..... **$7.95†**

(D) Cookie Monster Hand Puppet. Favorite TV pal with movable mouth and arms. Great fun. 2 lbs.
3162TEK597 ..... **$7.95†**

(E) The Count Hand Puppet. Zany, irresistible personality from Sesame Street, delights all. 1 lbs
3103TEK597 ..... **$7.95†**

(F) 27" Holly Hobbie® Adorable rag doll with yarn hair. Early American dress and bonnet. 4 lbs
3422KT1197 ..... **$16.95†**
As above, but 16" tall. 1 lb
3421-KT437 ..... **$6.50†**

(G) Holly Hobbie® Tote & Doll 10½x9½" carry-all bag, adjustable strap. 7" doll in pocket. 1 lb
3425KT447 ..... **$6.25†**

(H) 16" Heather. Holly Hobbie's lovable rag doll friend. 1 lb
6221-KT437 ..... **$6.50†**

(J) 16½" Amy. New rag doll friend of Holly Hobbie and Heather. In quaint Americana outfit. 1 lb
6251-KT437 ..... **$6.50†**

(K) Howdy Doody Ventriloquist. String moves mouth. 12" stuffed body, vinyl head, hands. 1 lb
HD12XP397 ..... **$5.50†**

(L) Superman Baby. 7" insulated "bean bag" doll. Vinyl head, rooted hair. Superman outfit. 1 lb
1181-TMW367 ..... **$4.95†**

(M) 11" Mickey Mouse Bendy. He's squeezable, bends into any position. Fully washable. 2 lbs
1841-TMW567 ..... **$6.95†**

(N) Batman Super Baby. 7" insulated "bean bag" body. Vinyl head with rooted hair. 1 lb
1182TMW367 ..... **$4.95†**

(P) 24" Willie Talk Ventriloquist Pal. Pull string to open, close mouth. Foamed body. 4 lbs
287HD997 ..... **$13.95†**

(R) 15½" Raggedy Andy© Famous rag doll with red wool yarn hair, safety locked-in eyes. 1 lb
3KT347 ..... **$4.95**

(S) 15½" Raggedy Ann© All time favorite rag doll. Locked-in eyes; red yarn hair. 1 lb
1-KT347 ..... **$4.95**

(T) 15" Betsey Clark. Lovable greeting card character with vinyl head, hands, rooted hair. Soft cuddly body. 1 lb
3631-KT537 ..... **$7.25**

(V) Sweet Dreams. Plump gingham body, floppy hat, print dress. Machine wash, dry. Assorted color gingham. 2 lbs.
4820-HF787 ..... **$11.95†**
Same, but smaller 9" doll. 1 lb
4815HF457 ..... **$5.95†**

(W) 11½" Sugar 'n Spice Doll. Rooted hair, movable legs, arms. Clothing may vary
9857KT597 1 lb. **$7.95**

Delightful Dolls —Ready for Love

(A) Mattel Happy Birthday Tender Love® 14" tall, in bright yellow party dress. With horn, bubble blower, hat, cake. 3 lbs.
9540-MT1097 ..... **$14.95**

(B) Kenner Sleepover Dolly™ 16½" tall, with miniature Dusty Doll. Includes rollers, brush, comb, mirror in travel case. 2 lbs
26800-KE997 ..... **$13.95†**

(C) Mattel Honey Hill Bunch™ Clubhouse. Open front shed with play pieces for Honey Hill Bunch dolls (D) to (F). 3 lbs
9225MT697 ..... **$8.45**

(D) Mattel Darlin' 4" rag doll with rooted hair, removable white pinafore and pink fabric purse. Soft, cuddly. 1 lb.
9099MT197 ..... **$2.75†**

(E) Mattel Sweetie. 4" rag doll with fabric gingerbread man. Removable pinafore. 1 lb
9098MT197 ..... **$2.75†**

(F) Mattel Li'l Kid & Good Dog 3" rag doll, white fabric floppy ear dog. 1 lb.
9097MT197 ..... **$2.75†**

(G) Mattel Hush Li'l Baby™. Squirms, cries until she gets bottle. 15" Needs batts. 3 lbs
9272MT1097 ..... **$14.95†**

(H) Mattel Hush Li'l Baby™ (Black). 3 lbs
9522MT1097 ..... **$14.95†**

(J) Mattel Baby Thataway® Battery-powered 15" doll crawls, toddles, "fusses" her arms Needs 2 batteries. 3 lbs
7231-MT1147 ..... **$14.95†**

(K) Mattel Drowsy® Says 11 phrases at random when ring is pulled. 2 lbs
3091-MT697 ..... **$10.95†**

(L) Mattel Mama and Baby Beans™. Soft—filled with safety "beans". 1 lb.
9197MT537 ..... **$6.95†**

(M) New Baby Alive® Doll Eats & drinks! 16" tall, foam filled. With "food", plate, etc. Needs 2 "C" batts. (Carrier not incl.). 3 lbs
29700-KE1147 ..... **$18.95**

(N) Kenner New Baby Alive® Nursery Center Converts to feeder, changer & bed. 3 lbs
29480-KE677 ..... **$9.95†**

(P) New Baby Alive® Care Set. Diapers, "food," comb, powder, baby book, etc. 2 lbs
29470-KE497 ..... **$6.95†**

(R) Ideal Rub-A-Dub® Dolly. Splash her, dunk her—she's watertight. 17" 3 lbs
1208-8DT1097 ..... **$18.95†**

(S) Ideal Wake-Up Thumbelina™ She wakes up, raises her body, rolls over, holds arms to be picked up. 17" tall. 4 lbs
1360-7DT1197 White ..... **$18.95†**
1361-5DT1197 Black ..... **$18.95†**

(T) Mattel Baby Small Talk® Infant's voice says 8 easy-to-hear phrases. Lace dress. 1 lb
3010-MT597 ..... **$6.95†**

(V) Mattel Talking Baby Beans® Repeats 8 phrases. Stuffed with styrene. 2 lbs
5278MT667 ..... **$8.95†**

(W) Mattel Booful Beans®. Stuffed with styrene pellets and foam. 2 lbs
5245MT487 ..... **$5.95†**

(X) Jeans Beans®. Dressed in denim. 1 lb
5299MT487 ..... **$5.95†**

Please see front of catalog for an explanation of list, reference prices (†), and manufacturers' warranties

Wood Tennis Rackets and Tennis Balls

(A) Wilson "Miss Chris" Tennis Racket. Woman's racket has 6-ply ash bow, wood shoulder overlay and shaft fiber. Nylon strung, with leather grip. 1 lb.
T3117WG1397 ..... **$20.50**

(B) Slazenger "Panther" Racket. 1" shorter makes it ideal for junior players. Perforated grip, nylon strung. 1 lb.
1760-ULG997 ..... **$15.00**

(C) Chemold Roy Emerson "Tiebreaker" Racket. 5-ply fiber bonded laminations. Full outer lamination, wood overlay. Nylon strung. High lustre finish. 1 lb.
807016UCC697 ..... **$8.95†**

(D) Dunlop "Marty Riessen" Racket. Fiber reinforced, hardwood ply lamination structure with hardwood throat wedging. Leather grip, nylon strung. 1 lb.
9323UDN1597 ..... **$22.00**

(E) Chemold Roy Emerson "Contender" Tennis Racket. 8-ply bonded frame, lacquer finished wood. Red/white/blue shaft, bow, throat. Perma-ply nylon strung. 1 lb.
807006UCC547 ..... **$6.95†**

(F) Chemold Rod Laver "World Ace" Racket. Natural wood overlay and shoulders. Fiber bonded throat, select grip. 8-ply construction. Nylon strung. 1 lb.
807042UCC897 ..... **$11.75†**

(G) Dunlop "Volley" Tennis Racket. Hardwood veneer construction in durable deep maroon with lacquer finish. All leather grip, with nylon stringing. 1 lb.
9348UDN1197 ..... **$16.00**

(H) Wilson "Pro Champ" Racket. 6-ply European ash bow, fiber reinforced shaft and shoulders. Wood shoulder overlay. Nylon strung, leather grip. 1 lb.
T3110-WG1697 ..... **$24.50**

(J) Spalding Heavy-Duty Championship Tennis Balls. Designed for today's hard surfaces. True bounce, long life. USLTA approved. White. Can of 3. 1 lb.
51-1121-XA239 ..... **$4.50**

(K) Wilson Extra-Duty Championship Tennis Balls. Fine nap for best play on all court surfaces. Yellow. Can of 3. 1 lb.
T1001-WG239 ..... **$4.10**

(L) Dunlop Championship Tennis Balls. Nylon cover. Yellow. Can of 3. 1 lb.
947105UDN239 ..... **$3.95†**

(M) Slazenger Nylon Armoured Tennis Balls. Nylon and terylene fibers in wool cloth cover for rough wear. Can of 3. 1 lb.
0087ULG239 Yellow **$3.85**
0020-ULG239 White **$3.85**

(N) Penn "Centre Court" Tennis Balls. Nylon/wool felt cover, blended for maximum playing consistency and performance. High-visibility colors. Can of 3. 1 lb.
760-HD-UGT239 Orange **$3.95**
76Y-HD-UGT239 Yellow **$3.95**

(P) Bancroft "Tretorn" Tennis Balls. The original pressureless ball. Patented inner core gives bounce and durability. USLTA approved. Yellow. Can of 3. 1 lb.
20-043UBD247 ..... **$3.95†**

Please see front of catalog for an explanation of list reference prices (†), and manufacturers' warranties.

The Best in Wood Tennis Rackets

(A) Slazenger "Challenge No. 1" Tennis Racket. Choice of international champions! Fiber-reinforced, microbalanced. Calf grip, nylon strung. 1 lb
1771-ULG3497 ..... **$56.00**

(B) Wilson Stan Smith "Capri" Racket 6-ply ash bow. Wood shoulder overlay, shaft fiber. Leather grip. Nylon strung. 1 lb
T3113WG1397 ..... **$20.50**

(C) Bancroft Bjorn Borg "Personal" Tennis Racket. Extra-long calfskin grip for two hand strokes. Multiple plies of ash and maple. Nylon strung. 2 lbs
10-96115UBD3997 ..... **$52.00**

Bjorn Borg "Monte Carlo" Wood Racket. 7 laminations, nylon strung. 1 lb
10-91155UBD967 ..... **$12.00**

(D) Bancroft Billie Jean King "Personal" Racket. Multi laminations of ash, maple and fiber. Reinforced shoulders. 1-pc. mahogany shaft. Tournament nylon string. Perforated calfskin grip. 2 lbs.
10-97115UBD3896 ..... **$50.00**

Billie Jean King "Tournament" Wood Racket. Cowhide grip, nylon strung. 1 lb.
10-95155UBD967 ..... **$12.00**

(E) Bancroft "Tear Drop" Racket. Super strong ash & bamboo construction. Tournament nylon calf grip. 1 lb
10-10115UBD4796 ..... **$60.00**

(F) Dunlop "Maxply" Racket. 6 different woods are precision formed. Perfect balance, top responsiveness. 1 lb
9325UDN3997 ..... **$56.00**

(G) Slazenger "Autograph" Racket. Leather grip. Tournament nylon. 1 lb
1787ULG2297 ..... **$36.00**

(H) Wilson Jack Kramer "Autograph" Racket. Strata-Bow construction blends power and balance. Frame is select American white ash. Medium flex. Nylon strung. 1 lb
T2062WG3284 ..... **$50.00**

(J) Wilson Chris Evert "Autograph" Racket. Lighter-in-the-head for mobility. High tack grip for two hand shots. American white ash. Nylon strung. 1 lb.
T2064WG3284 ..... **$50.00**

(K) Johnny Walker Tennis Set. Mark III racket, 3 balls and press. 4 lbs
BP2WK997 ..... **$12.95**

(L) Tennis/Travel Tote Bag. 17" tote with racket sleeve, adjustable handle/shoulder sling. Expanded vinyl. 4 lbs
761-ATL1447 ..... **$18.00**

(M) Atlantic Racket Bag. Holds 1 or 2 rackets and more. Two-way zipper opening. Separate inner pocket. Detachable shoulder strap. Natural color. 3 lbs
FP744N-ATL1897 **$25.00**

(N) Atlantic Racket Case. Large snap-out water-proof pouch. Separate compartments protect racket heads. Natural color. 2 lbs
FP745N-ATL1597 ..... **$20.00**

(P) Tennis Press with Cover. Waterproof duck fabric cover. Hardwood press. Chrome wing nuts with springs. 2 lbs
TCP-WK297 ..... **$3.95**

Please see front of catalog for an explanation of manufacturers' warranties

Metal Tennis Rackets and Accessories

(A) Wilson "T3000" Steel Racket. Racket's control comes from the throat brace and yoke which fuse the racket at key points to dampen vibration, minimize torque, decrease flexing Nylon strung. Leather grip. Cover. 1 lb
T3060-WG3997 ..... $65.50

(B) "Tenex" Steel Tennis Racket. Stainless steel frame for more power Deluxe nylon stringing Shock-absorbing leather grip. 1 lb.
2400-NLV997 ..... $13.95†

(C) Slazenger "Meteor" Aluminum Racket. Lightweight, shock absorbing design. Open throat cuts air drag Nylon stringing is protected by specially recessed grommets Top quality leather grip Cover not included 1 lb
1754ULG1697 ..... $24.00

(D) Slazenger "Plus" Steel Racket. Oval frame with no-torque design for exceptional balance and instant response Lightweight construction Leather grip Nylon strung Cover. 2 lbs
1775ULG4697 ..... $72.00

(E) Jason Deluxe Warm-Up Suit. Double knit nylon suit in navy blue with a red/white stripe Jacket, cuffs are fully zippered Sizes: S, M, L, XL. 1 lb
2351-JL1994 ..... $28.00

(F) Chemold "Rod Lever" Aluminum Racket Hi-tempered aluminum for extra strength Gold anodized finish Leather grip Nylon strung Deluxe cover included. 1 lb
806038UCC1897 ..... $22.95†

(G) Garcia X-15 Steel Tennis Racket. Flexible shaft increases ball velocity Open throat design cuts air drag, gives a better jump on the ball. Perforated non-slip leather grip Nylon strung With cover 1 lb
02102UGR2497 ..... $39.60†

(H) Wilson "T2000" Steel Racket. Most popular racket in tennis. Durable yet lightweight steel alloy frame Precision weight and balance gives better feel. Nylon strung Cover. 1 lb.
T2060-WG3477 ..... $59.80

(J) Spalding "Smasher" Aluminum Racket Lightweight, precision extruded with tri-hollow frame for additional power Cover. 2 lbs.
52-2033XA2997 ..... $59.00†

(K) Leach "Mag II" Aluminum Racketball Racket. Narrow contour and rugged frame Vinyl bumper protects wall, floors, allows for head weight adjustment. 1 lb
1850-UHK2697 ..... $35.50†

(L) Leach "Bandido" Fiberglass Racketball Racket. Ideal balance. Leather grip 1 lb
1090-UHK1997 ..... $26.95†

(M) Leach "Eagle" Aluminum Racketball Racket. Tournament designed Lightweight, extra-strength 1 lb
1820-UHK1297 ..... $17.95†

(N) Pack of 2 Racketballs. Longer lasting "rollout" balls with extra strong seams 1 lb
RBB20N-UUK267 ..... $3.50†

(P) "Don Budge" Tennis Rebound Net. 7'x9' steel frame Knotless nylon netting is grommetted for attaching springs. 27 lbs.
01-0110-UGM5497 ..... $73.95†

Please see front of catalog for an explanation of list-reliance prices (†), and manufacturers' warranties.

For Barbie . . . make several outfits with this 8-piece Coordinated Set

$3.99

You'll have a hard time deciding which outfit Barbie should wear . . . mix 'n match the coordinated pieces for dress or casual needs.
SET INCLUDES: Long print skirt, pants, short wrap-around skirt, shorts. Print jacket, 2 tops, and print halter top.
FOR AGES 4 years and up. Not recommended for ages under 3, due to small parts.
ORDERING INFORMATION: *See Note below.* Shipping wt. 4 oz.
49 N 31127 . . . . . **.$3.99**

Buy the easy way—order by phone

Wardrobe Sets

Low as **$2.99** set (1) for Barbie

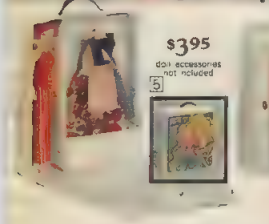
(1 thru 4) Wardrobe Sets. FOR AGES 4 to 10 years. Not recommended for ages under 3.

(1) Wardrobe for Barbie
SET INCLUDES: Long-sleeve jacket, purse, pants, halter top and scarf.
ORDER INFO: *See Note below.*
49 N 31199—Wt. 2 oz. **.$2.99**

(2) Wardrobe for Barbie
SET INCLUDES: Purse, sleeveless dress. Scarf, long pinafore skirt, long-sleeved blouse. Beret, pants and long-sleeved top.
ORDER INFO: *See Note below.*
49 N 31076—Wt. 3 oz. **.$3.99**

(3) Wardrobe for Barbie
SET INCLUDES: Halter top, long skirt. Halter top, long denim skirt, floppy hat. Pants and long-sleeved blouse.
ORDER INFO: *See Note below.*
49 N 31081—Wt. 3 oz. **..$3.99**

(4) Wardrobe for Ken.
SET INCLUDES: Long-sleeved shirt, pants. Long-sleeved shirt, scarf, pants and dickey.
ORDER INFO: *See Note below.*
49 N 31122—Wt. 4 oz. . **$3.99**



(5) One-doll Case

CONSTRUCTION DIMENSIONS: Vinyl with snap lock, clothes bar, and storage bin. Plastic handle. 10x3x12 in. high. For one doll up to 11½ in. tall.
FOR AGES: 4 years and up. Not recommended for children under 3.
ORDER INFO: Doll, accessories not incl.
49 N 31148—Wt. 1 lb. 4 oz. . . . . **.$3.95**

(6) Three-doll Trunk

CONSTRUCTION DIMENSIONS: Vinyl with snap lock, clothes bar, storage bin. Plastic handle. 10x7x13 in. high. For one to three dolls up to 11½ in. tall.
FOR AGES 4 years and up. Not recommended for children under 3.
ORDER INFO: Dolls, accessories not incl.
49 N 31152—Wt. 3 lbs. 5 oz. **$5.95**

REMEMBER!
You can order items on pages 423 to 598 from now until SEPTEMBER 9, 1977

NOTE: Outfits may vary in fabric color

Barbie and her friends model the latest fashions

Designer Originals

Low as **$1.29** outfit (8) doll, shoes not incl

(7 thru 9) FOR AGES 4 years and up. Not for under 3, small parts.

(7) Evening Gown Outfit. Red evening gown with lace and ruffle trim, cape with cozy collar. High heel shoes, simulated pearl necklace, clutch purse with simulated pearl button clasp, flower and diary.
ORDER INFO: Doll not included. *See Note at left.*
49 N 31128—Shipping weight 4 ounces . . . . . **..$3.99**

(8) Palazzo Pants Outfit. Gold-color halter. Red palazzo pants.
ORDERING INFO: Doll, shoes not included. *See Note, left.*
49 N 31125—Shipping weight 2 ounces **$1.29**

(9) Bridal Outfit. Elegant white dress with net and lace trim. Cap with net veil. Shoes and bouquet.
ORDER INFORMATION: Doll not included. *See Note, left.*
49 N 31124—Shipping weight 5 ounces . . . . . **.$2.99**

HIT THE BEACH ON A DREAM VACATION with MALIBU BARBIE AND FRIENDS

(1 thru 3) **Malibu Dolls**
BODY, DETAILING Tan vinyl bodies with jointed arms, legs, bendable knees. Barbie and P.J. have Twist 'n Turn waists. Painted eyes. Rooted blond hair, except Ken with molded blond hair.
FOR AGES *See Note below, right.*

(1) Malibu Barbie.
11½ in. tall. Red 1-pc. swimsuit.
ORDERING INFORMATION
49 N 30826—Wt. 10 oz. $2.27

(2) Malibu Ken
12 in. tall. Green swim trunks.
ORDERING INFORMATION
49 N 30837—Wt. 14 oz. $2.27

(3) Malibu P.J. 11½ in. tall. Lavender 1-pc. swimsuit.
ORDERING INFORMATION
49 N 30825—Wt. 10 oz. $2.27

(4) Hawaiian Villa
CONSTRUCTION Heavy printed chipboard villa has 3 sides and roof. Plastic handle 16x11x14½ in. tall when set up. Collapses for easy carrying and storage.
ACCESSORIES Heavy printed chipboard furniture in bamboo decor: couch, chair, coffee table, hi-fi stereo components, radio.
FOR AGES *See Note below, right.*
ORDERING INFO Doll not incl.
49 N 31202—Wt. 2 lbs. 8 oz. $6.99

(5) Hawaiian Coordinates
SET INCLUDES Halter blouse, long skirt. Floppy hat, sun dress, purse. Two-piece swimsuit, halter top, wrap-around skirt.
FOR AGES *See Note at right.*
49 N 31131—Wt. 4 oz. Set $3.99

(6) Sunsailer . . . realistic replica of Hobie Cat® sailboat. Dolls can trim the 27-in. tall sail, set the tiller and hike out over water with trapeze and foot stand.
CONSTRUCTION Plastic sailboat with movable plastic 27 in. tall sail and tiller plus trapeze and foot stand. 22 in. long and 39 in. high overall . . float it on water or just pretend.
ACCESSORIES Plastic life preserver, picnic basket, 4 dishes and 2 glasses.
FOR AGES *See Note below.*
ORDERING INFO Unassembled; instructions included. Doll not included. Shipping wt. 1 lb. 4 oz.
49 N 31143. . . . . $6.97

NOTE For ages 4 to 10 years. Not recommended for ages under 3, due to small parts.

(7) Rustic Lake House.
CONSTRUCTION Heavy printed chipboard lake house has 3 sides and roof. Plastic handle to take lake house and dolls with you. Measures 16x11x14½ inches high when set up. Collapses for easy storage.
ACCESSORIES Heavy printed chipboard furniture all in Early American decor: couch, chair, hi-fi stereo components, radio and TV.
FOR AGES 4 to 10 years. Not for ages under 3, due to small parts.
ORDERING INFO Doll not included.
Shipping weight 2 lbs. 8 oz.
49 N 31147 . . . . . $6.99

Buy the easy way—order by phone

(8) 4-piece Luggage Set
CONSTRUCTION Molded plastic. Largest suitcase, 5x1½ in. Matching small suitcase, hatbox, train case.
FOR AGES 3 to 8 years.
ORDERING INFORMATION
Shipping weight 10 ounces.
49 N 31092 . . . . . Set $2.97

(9) Lassie©
CONSTRUCTION Soft, vinyl head and tail. High-impact styrene body. Jointed legs let you pose her begging, sitting, shaking hands and in many more positions. 6 inches high, 10 inches long.
FOR AGES 3 to 9 years.
ORDERING INFORMATION
49 N 31203—Shpg. wt. 11 oz. . $3.99
©Lassie Television, Inc. 1978

(10) Volkswagen Camper.
Take the van camping or just for a picnic. Custom-look Volkswagen camper comes with plenty of accessories for outdoor fun.
CONSTRUCTION Plastic van has sliding door and removable sun roof for easy entry. Measures 9x7x2¼ inches long. Use with dolls up to 12 inches tall.
ACCESSORIES Table, camper stool, ice chest and cover, coffee pot and cover, frying pan, sauce pan, spatula, spoon, 3 cups, stove with 2 simulated burners, lantern with handle, shovel and pick ax. Plastic.
FOR AGES 4 to 10 years. Not for ages under 3, due to small parts.
ORDERING INFO Doll not included.
79 N 31094C—Shpg. wt. 3 lbs. $7.45

(11 and 12) Cruiser and Life Raft.
FOR AGES 3 to 8 years. Not for under 3, due to small parts.

(11) Cruiser . . . floats and rolls.
CONSTRUCTION Plastic. 2⅛x8¾x5¼ inches high. Spotlight, rope locks, steering wheel, wheels.
ORDERING INFO Doll not included.
49 N 31089—Wt. 2 lbs. 4 oz. . . $6.49

(12) Life Raft . . . floats on water.
CONSTRUCTION Plastic. 14x7x2 inches high. Motor, pillow, oars, oar locks, rope and gas tank.
ORDERING INFO Doll not included.
49 N 31093—Shpg. wt. 1 lb. . . $3.49

Cruiser (11) with Life Raft (12)
ORDERING INFORMATION
49 N 31115—Wt. 3 lbs. 4 oz. **$8.98**

$6.99
doll not included

$2.97
4-pc. set

$3.99

$7.45
doll not included

With Book VALUE
Save $1
when you buy
Cruiser (11) with Life Raft (12)
Separately total $9.98 **$8.98** dolls not included

With Book VALUE
Over 3-foot wide Backyard contains 6 activity areas and over 25 separate pieces
SOLD ONLY AT SEARS $9.99 dolls not included
Change doll into swim clothes in 5-sided 12-in. tall cabana
Barbecue your favorite foods on outdoor grill utensils incl.
Teach your doll to swim or float on a raft in 21-in. long pool
Dolls soak up the sun in backyard privacy on comfortable chaise
Serve cool refreshments in the shade . . . seat 4 guests at the colorful umbrella table and chair set
Keep pool clean with vacuum filter and hard net

Pool and Cabana Slip your fashion doll into a nifty bathing suit in the shelter of the cabana, then let her soak up the sun on a relaxing chaise lounge. If she gets too warm, give her a quick dip in the pool, or let her sip on a cool drink.

You'll find plenty to do in this festive backyard paradise with 6 outdoor activity areas and over 25 separate pieces.

CONSTRUCTION Cardboard layout is coated with vinyl to resist spills. "Grass yard" measures 41¾x27½ in. wide . . . surrounded by pictures of lush green plants and stockade privacy fence. Pool is vacuum-formed plastic with ceramic-look styling and kidney shape . . . measures 21x29x2¼ in. high and holds up to 2 in. of water for swimming and wading.

ACCESSORIES Cabana, umbrella table, umbrella, 4 stool chairs, 6 drink glasses, pitcher, barbeque grill, ice chest, 2 pots with lids, hand net, filter and vacuum to help keep pool clean, swimming ring, floating swim guard line, 2 floating rafts, pool chaise lounge and 2 flowerpots with plants. Plastic.

FOR AGES 4 to 10 years. *See Note below.*

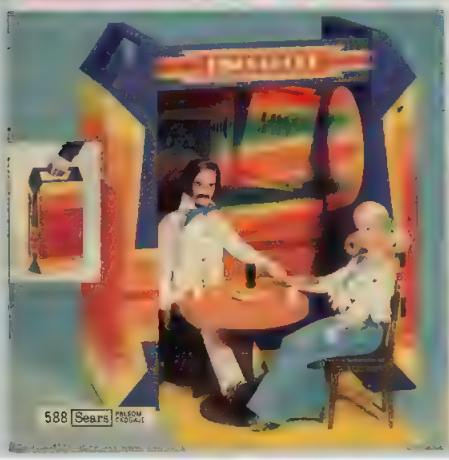
ORDERING INFORMATION Partially assembled. Dolls not included.

79 N 31145C—Shpg. wt. 2 lbs. . . . **$9.99**

Buy the easy way—order by phone

NOTE FOR PAGE

Items on this page not recommended for ages under 3 years, due to small parts



Take your fashion doll to the DISCOTEQUE

AM radio wall furnishes the top hits and colored lights

$13.99 dolls, batteries not included

Radio Discoteque . . . where fashion dolls come to rock-out. Case opens into cozy nightclub with dance floor and table for two. Side wall has built-in AM radio with speaker and pulsating multicolored light show . . . you control music, volume and lights. When dolls are tired, fold discoteque into colorful carry-along radio.

CONSTRUCTION Molded plastic case with snap locks. Opens out to 15x15x7 in. deep. Two-section dance floor extends to 13x9 in. Solid state chassis radio with 2½-in. speaker is battery powered. Volume control, AM tuning dial and separate light switch. Hong Kong.

ACCESSORIES 2 chairs, table. Soda pop bottle and 2 glasses attached to tabletop. Two-section fold-up dance floor. Plastic.

FOR AGES 4 to 10 years. *See Note above.*

ORDERING INFORMATION Requires 4 "D" batteries and one 9-volt battery. Order packages below. Dolls not included.

49 N 31183—Wt. 4 lbs. **$13.99**

"D" Batteries. Package of 6

49 N 46995—Wt. 1 lb. 4 oz. Pkg. **$1.69**

9-volt Batteries. Package of 2.

49 N 46993—Wt. 4 oz. . . . . Pkg. **$1.15**

2-doll Mercedes Sports Car . . . wheels really roll

$4.99 doll not included

Get your fashion dolls the car they've always dreamed about. Sleek open-top sports car is ready to take 2 dolls for a breezy city drive or on a cross-country trip.

CONSTRUCTION Dark green plastic car measures 17x8x3½ in. high. Silver-color metallic-look hub caps, sprayed white wall tires, free rolling wheels on steel axles and 2 bucket seats.

FOR AGES 3 to 9 years.

ORDER INFO Doll not incl.

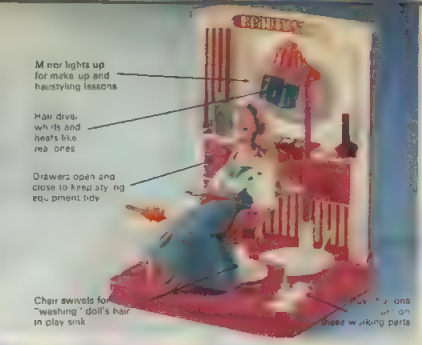
Shipping weight 1 lb. 12 oz.

49 N 30878. . . . . **$4.99**

Set and style your fashion doll's hair in the BEAUTY SALON

$10.95 doll, batteries not included

Light up the make-up mirror, turn on the hair dryer and swivel the pedestal chair all by remote control.
CONSTRUCTION Durable plastic salon with chair, hair dryer, built in sink and mirror, plus 2 movable drawers. Measures 10x10x12 in. high. Singapore.
ACCESSORIES Table, brush, comb, hand held mirror bottles with shampoo and creme rinse labels. Plastic.
FOR AGES 5 and up. *See Note below.*
ORDERING INFO Requires 2 "C" batteries, order pkg. below. Doll not incl.
49 N 31158—Wt. 3 lbs. 10 oz. $10.95
Alkaline "C" Batteries Pkg. of 2.
49 N 48997—Wt. 5 oz. Package $1.39


Mirror lights up for make up and hairstyling lessons
Hair dryer whirls and heats like real ones
Drawers open and close to keep styling equipment tidy
Chair swivels for "washing" doll's hair in play sink
Sink, hair dryer and chair operate on these working parts

NOTE Items on this page not recommended for children under 3 years due to small parts

$4.66 each

Quick Curl Barbie and P.J. plus "Now" look Ken

(4 and 5) Quick Curl Barbie and P.J. Each has a full head of Quick Curl hair to style.
BODY DETAILING Each 11½ in. tall. Vinyl bodies. Jointed arms, legs. Painted eyes. Quick Curl rooted blond hair.
CLOTHES ACCESSORIES: Long dress, shawl and shoes. Brush, comb, curling tool, ribbons, fall
FOR AGES 4 to 10 years. *See Note above at left.*
ORDERING INFORMATION
(4) Barbie Blue dress.
49 N 30075—Shpg. wt. 12 oz. . **$4.66**
(5) P.J. Orange dress.
49 N 30077—Shpg. wt. 12 oz. . . **$4.66**
(6) The "Now" look Ken. Male fashion doll with long hair
BODY DETAILING 12-in. vinyl doll. Jointed arms and legs. Brown rooted hair. Painted eyes.
CLOTHES ACCESSORIES Casual suit, scarf, brush, stick on moustache and sideburns, shoes.
FOR AGES 4 to 10 years. *See Note above at left.*
ORDERING INFORMATION
49 N 30078—Shpg. wt. 12 oz. **$4.66**

Check out your favorite foods at this colorful SUPERMARKET

SOLD ONLY AT SEARS **$11.95** doll not included

Take a trip to the supermarket with your 11½-inch fashion doll. Doll fits into special stand behind grocery cart. Turn the crank . . . she travels around the grocery counter track "pushing" her cart. When the shopping is done, doll and cart roll off track . . . then take them to the check-out counter. Food moves down counter when you "ring" the cash register.
CONSTRUCTION Plastic supermarket aisle with cart, check-out counter and cash register. Measures 18x5x12 inches high overall. Japan.
ACCESSORIES Plastic play food, paper bags and play coins.
FOR AGES 3 and up. *See Note above.*
ORDERING INFORMATION
Partially assembled. Doll not incl.
49 N 31181—Wt. 3 lbs. 5 oz. $11.95

Help Ballerina Barbie practice for her recital

(1) Ballerina Stage with back stage make up and practice areas.
CONSTRUCTION Masonite® hardboard 3 sided stage 16x9½x1" in high.
ACCESSORIES Injection molded plastic vanity, chair, ballet bar, comb brush and hand mirror. Masonite® hardboard floor decoration.
FOR AGES 4 to 10 yrs. *See Note above.*
ORDERING INFO Doll not included, order below. Partially assembled.
49 N 31134—Shpg. wt. 2 lbs. **$8.95**

(2) Ballerina Barbie Doll.
You control Barbie's graceful dance movements . . . spin doll she performs pirouette; push down on doll, she does the splits and automatically returns to standing position; tilt doll forward, she executes high right leg kick.
BODY DETAILING Vinyl body with jointed arms and legs. Bendable knees. Long blond rooted hair. Painted eyes.
CLOTHES ACCESSORIES Tutu, bouquet of roses, stand, ballet shoes.
FOR AGES 4 to 10 yrs. *See Note above.*
ORDERING INFORMATION
49 N 30077—Shpg. wt. 14 oz. . . **$4.74**

(3) Ballerina Costume
SET INCLUDES Sleeveless leotard, tutu, wand, crown, ballet shoes, vinyl, 33⅓ rpm record, long-sleeve leotard, tights, carrying bag, invitation.
FOR AGES 4 to 10 yrs. *See Note above.*
ORDERING INFORMATION
49 N 31128—Wt. 4 oz. Set **$2.99**

Barbie's Fashion Plaza

$13.94 dolls not included

Spend the day shopping with your fashion doll in this two-level department store with 4 separate departments. Start by having her hair styled in the beauty salon, next try on some smashing outfits in the fashion bazaar with its own fitting area. After stopping for a refreshing drink at the outdoor patio take the automatic escalator (operates with pull string action . . . no batteries needed) to the second level bridal boutique.

CONSTRUCTION Hardwood, plastic. Measures 3½ feet long.

ACCESSORIES Plastic sink, hair dryer, clothing rack, table, 2 chairs, escalator, revolving bridal stand, 2 glasses, comb, brush, mirror, 2 display stands and cash register

FOR AGES 4 to 10 years. *See Note above at left.*

ORDERING INFO Dolls not incl.
79 N 31179C—Wt. 11 lbs. . . . $13.94

At Home with Barbie and Friends

Karosel Kitchen

6 working appliances on 1 rotating center
your fashion doll love it

$13.97 doll accessories and batteries not included

Turn one crank to bring any of 6 appliances to you . . . turn another to put that appliance to work. See illustrations at left. Clear overhead cabinets with see-through doors to store kitchen supplies
CONSTRUCTION Sturdy plastic unit measures 10¾"x13¼"x13¼" high. Singapore.
FOR AGES 4 to 10 years. *See Note below.*
ORDERING INFORMATION Requires 2 "D" batteries; order package below. Accessories not included; order below. Doll not included
49 N 1179—Wt. 1 lbs. 4 oz. $13.97

Alkaline "D" Batteries Package of 2
49 N 46995—Shpg. wt. 1 oz. Pkg. $1.69

NOTE: Items or this page not recommended for ages under 3 years, due to small parts.

Karosel Kitchen Accessories

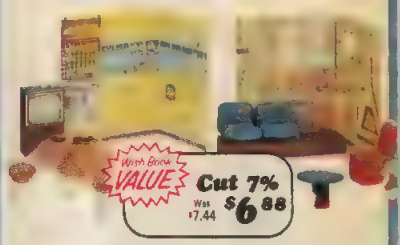
$2.55 Set

Stock your Karosel Kitchen with play foods and useful kitchen utensils.
SET INCLUDES 60 pieces; supermarket set of canned play foods, tea service, kitchenware set, cloth linens.
FOR AGES 4 to 10 years. *See Note above.*
ORDERING INFORMATION
49 N 11641—Wt. 6 oz. ..... Set $2.55

$7.95 dolls, accessories not included

Barbie's 2-doll Sleep 'n Keep Case

Bedroom folds to form carrying case for 2 dolls and their clothes.
CONSTRUCTION Vinyl case 18x4x13¼ in. high. Snap lock, carrying handle.
SET INCLUDES 2 fold-out twin beds with spreads and headboards; 2 doll storage compartments, double closet with hanger bar and floor accessory cupboard, 2 twist-lock pockets for extra storage.
FOR AGES 4 to 10 years. *See Note below at left.*
ORDERING INFORMATION Dolls, accessories not included.
79 N 31154C—Shipping weight 5 pounds $7.95



Two Room-Fulls™ for Barbie

Reduced from our 1975 Christmas Book.
All you need to set up house and entertain friends is just two rooms. Your fashion dolls can cook, serve and relax in lovely atmosphere.
SET INCLUDES Country Kitchen Room: 2 plastic stools with fabric seats, tablecloth, 2 napkins, stuffed kitten, plastic table and serving pieces. Living Room: plastic sofa base and end table, 2 cushions, chair, planter, plastic coffee table. Chipboard backdrop setting for both rooms.
FOR AGES 4 to 10 years. *See Note at left.*
ORDERING INFORMATION
49 N 31116—Shipping weight 1 pound 10 ounces Now $6.88

Barbie's Beauty Bath

$5.97 doll not included

Pour special bubble solution into tub, mix with water, pump built-in bellows at side of bath and presto . . . a tub full of bubbles.
SET INCLUDES Molded plastic bathtub, vanity table, stool, towel, comb, mirror, brush, back scrubber, and 4 oz. of bubble bath solution
FOR AGES 4 to 10 yrs. *See Note above at left.*
ORDERING INFO Doll not included. Wt. 2 lbs.
49 N 31138 .. $5.97

THE SELF-SUFFICIENT PORSCHE

By the looks of it, and by the way it handles, you would expect the Porsche 924 to be high-strung and demanding. But it turns out to be one of the most practical of all sports cars.

Goes 500 highway miles on a single tankful.

The 924 is designed to cope with the energy crisis. It gets a surprising 31 miles per gallon on the highway ('77 EPA-estimated) and 17 mpg in the city, with standard transmission. Your actual mileage may vary according to where and how you drive, your car's condition and optional equipment.

Has a carrying capacity of 18 cubic feet.

Thanks to pneumatic assists, the rear window/hatch lifts up effortlessly, providing quick access to your belongings. For maximum space—an amazing 18 cubic feet—the rear deck folds down. And for privacy, there is a built-in cover that conceals your luggage.

Handles with ease.

The 924 belongs to a new generation of Porsches that uses the transaxle system. With the engine in front and transaxle in the rear, weight is almost perfectly balanced; handling is something you have to experience to believe.

Shifts for itself, if you wish.

In recognition of traffic conditions today, and acknowledging those who prefer not to shift, this is the first Porsche ever to have a fully automatic transmission as optional equipment.

Costs less than you think to own and care for.

The 924 costs under $11,000.* And the engine was designed to make parts accessible and servicing easy, keeping repair bills to a minimum.

So, if you have to ask what it costs to own a Porsche, you may still be able to afford one.

PORSCHE +AUDI

THE 1978 PORSCHE 924

*Suggested 1978 retail price $11,995. Std. Trans. P.O.E. Transportation, local taxes, and options not included. Optional equipment and accessories may affect insurance rates. Check with your insurance agent.

45-Piece Dinner Sets

Famous Sango Stoneware is a unique concept combining the bold, lively look of handcrafted stoneware with the charm and ruggedness required for use with confidence in daily dining. Ovenproof and detergent safe. Chip-resistant. Vibrant hand decorated colors locked under glaze will not wash out or fade.

(A) "Citron" Rainbow Stone Set. Brilliant hand painted citron yellow colored rim under glaze. Elegant simplicity for daily dining or special events. Service for 8, 49 lbs.
659HKK4997 ..... **$89.95†**

(B) "Sundance" Stoneware Set. Bold raised underglazed daisies and leaf design on a subtle pale beige background. Solid brown border. Service for 8, 49 lbs.
1510-HKK4497 ..... **$77.50†**

(C) "Seville" Stoneware Set. Rich lively lime green border encompasses overall center floral design with brown and yellow compliments. Service for 8, 49 lbs.
1512HKK4497 ..... **$77.50†**

(D) "Bloom" Stoneware Set. Hand painted in a rich blue with accents of yellow. Sophisticated enough for special occasions, ideal for daily use. Service for 8, 49 lbs.
1511-HKK4497 ..... **$77.50†**

(E) "Capri" Rainbow Stone Set. A rich hand painted white border accents the natural beige body color. Colors are sealed under glaze. Will not fade. Service for 8, 49 lbs.
651-HKK4997 ..... **$89.95†**

Acsons Imported Stoneware Dinner Sets are dishwasher safe and chip-resistant. Genuine stoneware is strong enough for oven, yet handsome enough for elegant table settings. Hand decorated underglaze.

(F) "Adela" Stoneware. Bright orange/yellow/white tulips with solid color bands. Service for 8, 46 lbs.
2011-HAH4997 ..... **$82.50†**

(G) "Corona" Stoneware. Concentric circles in earthy hues of orange, yellow and brown. Service for 8, 46 lbs.
1141-HAH4997 ..... **$82.50†**

(H) "Sarasota" Stoneware. Olive green center is a stylized flower accented by solid bands. Dark green cups, sugar and creamer. Service for 8, 46 lbs.
8529HAH4997 ..... **$82.50†**

(J) "Daisydale" Stoneware. Yellow over all floral decor, accented with brown and orange bands. Solid brown cups, sugar and creamer. Service for 8, 46 lbs.
8517HAH4997 ..... **$82.50†**

(K) "Salon" Stoneware. Brown, orange and tan band on grey. Cups are orange outside, white inside. Service for 8, 46 lbs.
8596HAH4997 ..... **$79.95†**

(L) "Classique" Stoneware. White, yellow, orange flowers. Brown band on rim. Two tone cups. Service for 8, 46 lbs.
8603HAH4997 ..... **$82.50†**

(M) "Masterpiece" Stoneware. Orange, white and blue raised floral pattern. Two-tone cups. Service for 8, 46 lbs.
8633HAH4997 ..... **$82.50†**

45-Piece Service for 8. Consists of 8 dinner plates, 8 salad/bread plates, 8 soup/cereal bowls, 8 cups, 8 saucers, covered sugar bowl, creamer, vegetable bowl and serving platter.

Items on this page cannot be shipped parcel post. Must be shipped by truck.

Please see front of catalog for an explanation of flat reference prices (†), and manufacturers' warranties.

WHY CARS WITH SIMILAR MECHANICAL PARTS STILL DON'T PERFORM LIKE A BMW.

All expensive, imported automobiles feature an impressive list of sophisticated mechanical refinements.

Most have some sort of independent suspension system. Most have fuel injected engines.

All are designed with more than a perfunctory nod to aerodynamics and functionality.

Yet, write the editors of Motor Trend magazine, "...once a knowledgeable and experienced driver has driven a BMW, any BMW, nothing else feels quite as good as it did before."

The explanation? Quite simple.

The BMW 320i is far more than a collection of gears and axles and random parts.

It is a finely tuned, evolutionary machine. A practical sedan perfected in places like Le Mans, Monte Carlo and the Nurburgring, where precision is crucial and agility and durability are more than just matters of theoretical speculation.

PERFECTED ON THE RACE TRACK, NOT MERELY THE TEST TRACK

While it is, of course, feasible to develop an acceptable automobile in the relative vacuum of the test track and the laboratory, it is virtually impossible to simulate the perfection demanded by motor racing.

When you press the 320i accelerator, the two liter K Jetronic fuel-injected engine—the same basic engine that powers a majority of the world's Formula Two race cars—responds without lag.

Its suspension, independent MacPherson struts and coil springs in front, semi-trailing arms and coil springs in the rear—is quick and clean through the corners.

Its rack and pinion steering is sharp and accurate.

"All told," say the editors of Car and Driver magazine, "the 320i stands as eloquent rebuttal to all those who'd have us believe that small economical cars must be dull—and that automotive performance for the late 1970's is best achieved with decals."

If the thought of owning such a car intrigues you, call us anytime, toll-free, at 800-243-6000 (Conn. 1-800-882 6500) and we'll arrange a thorough test drive for you.

BMW

THE ULTIMATE DRIVING MACHINE.

HOLLY HOBBIE® GIFTS

Beauty Parlor
12-inch mannequin head with our exclusive *frosted* hair and a beauty kit

Accessory Kit
Add extra glamour . . . includes hat, sunglasses, scarf, frosted hairpiece and 2 choker bows

Wish Book VALUE

Buy Beauty Parlor (1) with Accessory Kit (2)

Save $1.50

Separately total $16.26

$14.76

(1) Beauty Parlor . . . apply make-up and style her hair . . . just wipe make-up off to start again.
CONSTRUCTION 12-in. vinyl head swivels full circle on plastic stand. Rooted frosted hair . . . comb, curl, style it. Non-mar suction cups keep base steady.
PARLOR INCL. 5 rollers, non-toxic rouge, lipstick, eye shadow, liner. Clips, puff, sponges, comb/brush.
FOR AGES 5 to 12 years. Not for ages under 3 because of small parts.
ORDERING INFORMATION Wt. 2 lbs. 8 oz.
49 N 13553. ..... $12.77

(2) Accessory Kit.
KIT INCLUDES Sporty hat, sunglasses, frosted hairpiece plus a red and navy choker ribbon, scarf.
FOR AGES 5 to 12 years.
ORDER INFO Wt. 4 oz.
49 N 13552 Kit #3 49

Beauty Parlor (1) with Accessory Kit (2) Shipping weight 2 pounds 12 ounces.
49 N 13556 **$14.76**

$9.97

CONSTRUCTION 12-in. high washable vinyl head. Blond, rooted Quick Curl hair . . . styles easily without wetting, setting. Attached plastic tray
CENTER INCLUDES Comb, brush, curling tool, barrettes, ribbons, Miss America label, crown, pendant. Non-toxic lipstick, eye shadow, rouge. Make-up applicator.
FOR AGES 4 to 12 years.
ORDERING INFORMATION Shipping weight 1 lb. 13 oz.
49 N 13504 $9.97

©Miss America Pageant

3-piece Vanity Set $2.99
$16.49
Wish Book VALUE
Save $1 when you buy Vanity and Bench (3) with Vanity Set (4)
Separately total $19.48
$18.48

(3) Holly Hobbie Vanity Table and Bench . . . petite furniture to help you get ready for school, church or play.
CONSTRUCTION Sturdy all wood vanity table and bench with Early American styling. Finished in blue and white with Holly Hobbie designs. Vanity top has 3 section each 3 in. deep . . . room to store your dash jewelry. Allowance and vanity set (4). Hinged center section flips up to reveal, posy ester plastic oval mirror. 2 hinged side sections open outward. Vanity measures 21.5x12⅝x19¾ in high. Bench measures 14¾x7⅝x11⅛ in. high.

FOR AGES 2 to 8 years.
ORDERING INFO Unassembled. Assembly instructions and hardware included.
49 N 13255—Shipping weight 11 lbs. $18.48

(4) 3-piece Vanity Set 7-in. plastic comb, brush, 9-inch plastic hand mirror.
ORDERING INFORMATION
49 N 13254—Shipping weight 8 oz. Set #2 99

Vanity Bench (3) with Vanity Set (4)
49 N 13252 Shpg wt 11 lbs. 8 oz **$18.48**

Neatly store your valuables

$4.99 set of 4

Holly-Hobbie® Miniatures
Fun to collect and display.
CONSTR. Bronze-color die-cast steel. Movable parts. Approx. 3 in. tall. From Hong Kong
SET INCLUDES Hand run phonograph, hand cranked pepper mill with removable drawer, hand-run sewing machine with movable "needle", and old fashioned telephone . . . pick up the attached earpiece.
FOR AGES 3 years and up.
ORDERING INFO Wt. 13 oz.
49 N 13152 . . . . . Set #4 99

$3.97

Heather® Musical Jewel Box. Wind up key . . . open lid and girl revolves while music plays. Japan
CONSTRUCTION Wood case, patterned vinyl cover. Rayon satin lining. Concealed music box, locked-in music key. Revolving girl, mirror of plastic. 5¾x4¼x3¾ in. deep
FOR AGES 3 and up.
ORDER INFO Wt. 8 oz.
49 N 1316 $3.97

$3.97

Tots 'n Doll
CONSTR.: Cotton patchwork print bag with adjustable shoulder strap. Open top. Outside pocket carries removable 7-in. Holly Hobbie rag doll
10½x3¼x8½ in.
AGES 3 and up.
ORDER INFO
Weight 7 ounces.
49 N 13814 $3.97

Holly Hobbie®, Heather® ©American Greetings Corp

Pick your favorites and join this

COSTUME PARADE

(1 thru 13) Shoes, socks not included.
FOR AGES 3 to 12 years
SIZES ORDERING INFORMATION

(1) Nurse Cotton dress, tie back, plastic belt. Cotton cap, cape. *See* Chart 1 *at bottom.*
49 N 14582—Small 49 N 14584—Medium
49 N 14586—Large
Shipping weight 15 ounces $6.97

(2) Highway Trooper Cotton shirt, pants with zip fly, Trooper's cap, plastic goggles, belt, handcuffs, whistle and badge

Order size	Small 49 N 14552	Medium 49 N 14554	Large 49 N 14556
Height	40–44 in.	45–50 in.	51–55 in.
Waist	22–24 in.	25–28 in.	29–32 in.
Inseam	13–15 in.	16–19 in.	20–23 in.

Shipping weight 1 lb. 12 oz. $9.97

(3) Ballerina. Outfit of acetate satin knit. Nylon net tutu. Sequin trim.

Order size	Small 49 N 14562	Medium 49 N 14564	Large 49 N 14566
Height	40–44 in.	45–50 in.	51–55 in.
Waist	20–22 in.	23–26 in.	27–30 in.

Shipping weight 1 pound $9.77

(4) Bride White acetate satin gown, lace yoke. Nylon satin coronet, net veil. Plastic bouquet, simulated pearl necklace, ring.

Order size	Small 49 N 14702	Medium 49 N 14704	Large 49 N 14706
Height	40–44 in.	45–50 in.	51–55 in.
Chest	24–26 in.	27–30 in.	31–32 in.
Waist	22–24 in.	25–28 in.	29–32 in.

Shipping weight 1 pound $8.90

(5) Star Trek's Mr. Spock. 1-piece cotton jumpsuit, tie back. Full mask.
49 N 14642—Small 49 N 14644—Medium
49 N 14646—Large
See Chart 1 *below.* Wt. 14 oz. $6.97

(6) Star Trek Utility Belt. Plastic belt, tricorder, communicator, phaser ray, discs.
49 N 53054—Shpg. wt. 15 oz. $3.98

(7) Batman. 1-piece cotton jumpsuit, tie back. Tie-on vinyl cape. Full mask.
49 N 14602—Small 49 N 14604—Medium
49 N 14606—Large
See Chart 1 *below.* Wt. 14 oz. $6.97

(8) Batman Utility Belt. Plastic belt, play transceiver, bat ray, cuffs, grappler
49 N 53056—Shpg. wt. 15 oz. $3.98

(9) Superman. 1-piece cotton jumpsuit, tie back. Tie-on vinyl cape. Half mask.
49 N 14612—Small 49 N 14614—Medium
49 N 14616—Large
See Chart 1 *below.* Wt. 13 oz. $6.97

(10) Six Million Dollar Man. 1-pc. cotton jumpsuit, tie back. Arm cover (not shown) simulates bionic parts. Full mask.
49 N 14682—Small 49 N 14684—Medium
49 N 14686—Large
See Chart 1 *below.* Wt. 14 oz. $6.97

(11) Bionic Woman 1 piece cotton jumpsuit, tie back. Plastic arm covering (not shown) simulates bionic parts. Full mask.
49 N 14692—Small 49 N 14694—Medium
49 N 14696—Large
See Chart 1 *below.* Wt. 14 oz. $6.97

(12) Miss America© Long rayon gown. Sash. Full length vinyl cape. Corsage plus simulated pearl crown, necklace, ring. Adjustable gown fits child 36 to 58 in. tall.
49 N 14631—Shpg. wt. 1 lb. 8 oz. . . . $7.99
©Miss America Pageant

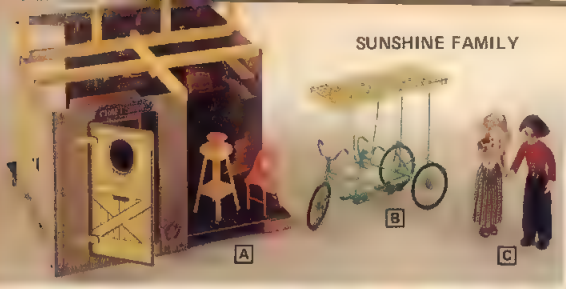
(13) Evel Knievel™ Cotton 1 pc. jumpsuit. Full vinyl face mask with helmet effect
49 N 14632—Small 49 N 14634—Medium
49 N 14636—Large
See Chart 1 *below.* Wt. 12 oz. $6.97

CHART 1

Order size	Small	Medium	Large
Height (in.)	41–46	47–52	53–58
Chest (in.)	25–27	28–30	31–32
Waist (in.)	22–24	24–25	26–27
Inseam (in.)	15–17	18–21	22–24

SUNSHINE FAMILY

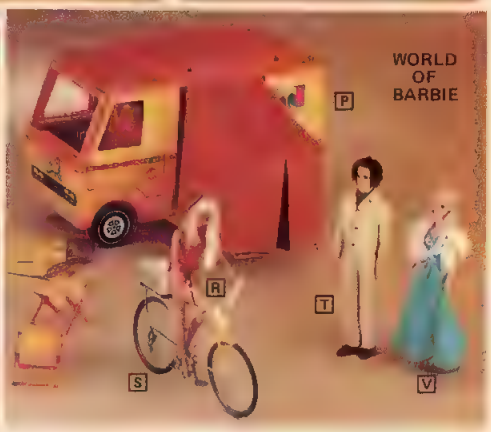
Barbie and her Friends from Mattel



Barbie's Townhouse—over 3½ feet tall

Turn the top of her head and hair goes from blonde to brunette

Hair changes color—from blonde to brunette



(A) Sunshine Family® Craft Store. Masonite building with counter, register, stove, craft project idea book. Ages 4-10. 7 lbs.
9266MT1197 ..... **$15.95†**

(B) Sunshine Family® Surrey Cycle™. 3-wheel 2-seater cycle with basket on back. Fits Sunshine Family® figures. Ages 4-12. 1 lb.
7237MT457 ..... **$5.45**

(C) Sunshine Family®. Contemporary mother, father and baby. Idea book. Ages 4-12. 1 lb.
7739MT677 ..... **$8.95†**

(D) Barbie's® Townhouse. 6-room 3-story house, completely furnished. Over 3½ ft. tall. Manual elevator. Ages 4-10. 12 lbs.
7825MT1797 ..... **$22.95†**

(E) Barbie® Sunsailer™. Realistic catamaran actually floats. Space for Barbie and two others to sit. With picnic gear. 3 lbs.
9106MT797 ..... **$9.95†**

(F) Ballerina Barbie®. Does high kick pirouette and splits. With stand. Ages 4-10. 1 lb.
9093MT597 ..... **$6.95**

(G) Ideal Tuesday Taylor™. Zip off skirt: it's a bathing suit. Changes hair color from blonde to brunette. 11½" tall. 2 lbs.
1250-0-DT497 ..... **$7.95†**

(H) Ideal Tiffany Taylor™. 19" tall, in gold bathing suit and long evening gown. Changes hair color by turning head. 2 lbs.
1202-1-DT1097 ..... **$17.95**

(J) Barbie® Doll Trunk. Holds two 11" fashion dolls and accessories. 3 lbs.
1004MT547 ..... **$6.45**

(K) Barbie® Doll Case. Holds any 11½" fashion doll and accessories. 2 lbs.
1002MT337 ..... **$3.65**

(L) Quick Curl® Barbie® Beauty Center®. Big grooming head can be combed, brushed and set without using water. Includes all accessories. 11½" tall. Ages 4-12. 3 lbs.
4027MT1147 ..... **$13.95**

(M) Barbie® Hair Originals. Five pin-on blonde hairpieces, accessories. 1 lb.
8640-MT197 ..... **$2.49**

(N) Barbie's Beauty Bath™. Bathtub, vanity, mirror, bath accessories, and bubble solution. Bubble-making bellows. Ages 4-10. 3 lbs.
9223MT597 ..... **$7.45**

(P) Barbie Country Camper®. Tent pops out, windshield raises. Includes stools, sleeping bags, luggage rack. Ages. 4-10. 5 lbs.
4994MT1267 ..... **$15.95†**

(R) Malibu Barbie®. Twist 'n Turn waist, golden suntan, blonde hair. Ages 4-10. 1 lb.
1067MT297 ..... **$3.95**

(S) Barbie's Ten-Speeder. All details of a real bike. Wheels turn. Ages 4-10. 1 lb.
7777MT437 ..... **$5.45**

(T) The New Look Ken®. Has up-to-date hairstyle, dressed in beige casual suit. Stick-on moustache, sideburns. Ages 4-10. 1 lb.
9342MT567 ..... **$6.45**

(V) Deluxe Quick Curl® Barbie. Full head of Quick Curl hair and a long tail, with styling accessories. Ages 4-10. 1 lb.
9217MT567 ..... **$6.45**

Enjoy four floors of the Crouch & Fitzgerald Experience,
or send for free catalog c/o Dept. A, 400 Madison Ave., N.Y.C. 10017.

Never
leave home
without
Crouch &
Fitzgerald

Fine luggage since 1839

Never was the Roman Numeral dial more in demand! Stunningly framed in 18K gold hexagon cases. Baume & Mercier virtuously again leads the watch parade. Other Baume & Mercier models in the Collection from $200 to $7500.

LAMBERT BROTHERS
Celebrating 100 Years of Fine Jewelry
545 Madison Avenue at 55th St., New York - Also Smith Haven Mall, Smithtown, Long Island
429 Sunrise Mall, Massapequa, Long Island

cled legs spread wide, Reggie Jackson makes a frightening figure at bat. But he is not a great hitter. Perhaps he is not even a good one. A chronic overstrider and overswinger, he swings through a lot of pitches, and the unchecked flailing power of his immense cut causes his whole body to drop down a foot or more. He often concludes a trip to the plate (and a Yankee inning) with his legs grotesquely twisted and his batting helmet falling over his eyes—and with the ball, flipped underhand by the departing catcher, rolling gently out to the mound. It is this image, taken in conjunction with his salary and his unending publicity in the sports pages, that seems to enrage so many fans. "Munson!" they cry, like classicists citing Aeschylus. "Now, you take Munson—*there's* a hitter!" And they are right. But Reggie Jackson is streaky and excitable. I have an inexpungeable memory of the two violent doubles he hit for the Oakland A's against Tom Seaver in the sixth game of the 1973 World Series, and of the homer he hit the next day against Jon Matlack to destroy the Mets. I remember the gargantuan, into-the-lights home run he hit in the All-Star Game of 1971 in Detroit. And so on. Reggie Jackson is the most emotional slugger I have ever seen. Late in a close big game—and with the deep, baying cries from the stands rolling across the field: "Reggie! Reg-gie! Reg-gie!"—he strides to the plate and taps it with his bat and settles his batting helmet and gets his feet right and turns his glittery regard toward the pitcher, and we suddenly know that it is a different hitter we are watching now, and a different man. Get *ready*, everybody—it's show time. And, besides, Reggie had been crushing the ball in batting practice and he had hit a homer in each of the last two games against the Dodgers. Hence (to sound very much like Howard Cosell) my call.

I did not call the third homer. One does not predict miracles. This one also came on the first ball pitched—a low and much more difficult pitch, I thought, from knuckleballer Charlie Hough. The ball flew out on a higher and slower trajectory—inviting wonder and incredulity –this time toward the unoccupied sector in faraway center field that forms the black background for the hitters at the plate, and even before it struck and caromed once out there and before the showers of paper and the explosions of shouting came out of the crowd, one could almost begin to realize how many things Reggie

both blocks have complained that the vibration created by the bus traffic loosens cornices and decorative moldings."

Four years ago, Boerum Hill, unlike other brownstone neighborhoods, had few of the cultural or consumer attractions usually found in middle-class communities. Despite the considerable number of artists, professionals, and sundry other intellectuals who lived in the neighborhood, there were hardly any restaurants or bookshops. A few antique shops were to be found on Atlantic Avenue, but Atlantic Avenue was not yet an attractive street for shopping. The Brooklyn Academy of Music borders on Boerum Hill and Fort Greene, but it was and still is claimed with greater pride and passion by the residents of Fort Greene. There were hardly any supermarkets, meat markets, fish markets, hand laundries, shoe-repair shops, jewellers, or dry cleaners. An artist living there said recently, "I don't know how I would have managed if I hadn't had a car. My shoemaker was over in Carroll Gardens. And I had to travel over to Cobble Hill and the Heights to do my meat and supermarket shopping." Today, many of these things are available on Atlantic Avenue. The section of the avenue that passes through Boerum Hill has been rezoned to prevent the destruction of old buildings and storefronts, and to provide for the rehabilitation of the area. And it now has art galleries, restaurants, cafés, specialty shops, food markets, bookshops, and other cultural and business conveniences. An article in a recent issue of *The Phoenix*, downtown Brooklyn's chief neighborhood newspaper, had this to say: "Whatever the individual vision, the eventual outcome, if recent trends . . . are any indication Atlantic Avenue will most certainly be ringed with the rosy hue of dreams made real." The revival of this portion of Atlantic Avenue has been one of the great achievements of the renovation movement in Boerum Hill.

The Bergen Street Trolley, at the corner of Bergen and Hoyt, is still the only saloon of any distinction in Boerum Hill—at least, in the estimation of the renovators. Originally the King's Pawn Inn, it is one of the landmarks of old North Gowanus, with a charming Victorian façade and with antique interior wood panelling and moldings. Before the new people started moving into Boerum Hill, the inn had become a hangout for junkies and prostitutes. When the renovation movement began, however, it was carefully and

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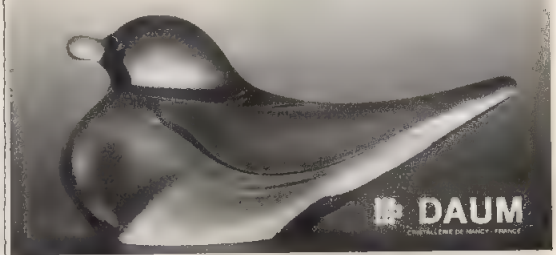

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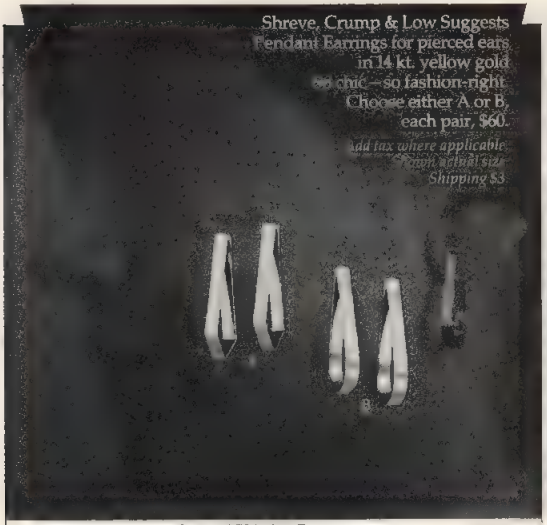

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if one had asked residents of Boerum Hill where they lived some would have said Borough Hall, which is not far away, and most would have said downtown Brooklyn, which is a convenient catchall. But the official name of the area was North Gowanus.

To the middle-class professionals who began moving there in the mid-sixties, Borough Hall and downtown Brooklyn were bad enough as names, for they suggested little more than political activity and the noise of commerce. But North Gowanus was worse, for whenever strangers heard the name all they could think of was the Gowanus Canal, which lies a short distance away. And by then the Gowanus Canal had been a dumping place for so many pollutants—largely industrial wastes—that it had become possibly the most unsightly and smelly body of water in all of New York City. So it is not hard to see why the middle-class families, mostly from Manhattan, who were moving into North Gowanus in the mid-sixties—investing futures and savings in a shabby, dilapidated area—felt the need for a different name. One of them, a fiction writer, remarked a decade later, "You don't believe that the middle class is going to start a new neighborhood and call it North Gowanus, do you? Who wants to live in North Gowanus, for God's sake?"

DESPITE the jokes that Manhattanites often make about Brooklyn, that borough has been for more than a hundred and fifty years a sort of haven for refugees from across the East River. What it offered middle- and upper-income Manhattanites in the old days was a chance to live in spacious houses of their own, and the opportunity to satisfy their hunger for a sedate residential atmosphere. With only brief interruptions, this tradition has persisted. Today, most of the people who own brownstones in Boerum Hill, as in other old neighborhoods of Brooklyn, moved there at one time or another from Manhattan.

Since the middle of the eighteen-hundreds, Brooklyn has had more living space, more brownstones, and more fine brownstone neighborhoods than any other borough of New York City. In the early years of the nineteenth century, while Brooklyn was gradually developing into a city which it became in 1834—its leaders and men of affairs must have ruled out any attempt at emulating Manhattan as a center of great financial enterprise and cultural attainments. The kind of city they

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moved there just a bit over two years ago after falling in love with an ancient and decayed house there, which we have since been restoring. . . . We are presuming to write to you because we have used your book as our "bible" in our efforts to help our area; we have quoted you and used your arguments to bolster ours in presenting our case to the banks: in convincing people to buy houses and join us in our fight to stay in the city rather than run away to the suburbs.

The letter concluded, "I knew that I loved New York City; until I read your book I really never knew why!"

THE Snyders' experience with banks was probably the toughest part of their fight for their neighborhood. Despite the energy with which the two had pressed their campaign for a new Boerum Hill, and despite the slow but steady trickle of middle-income home buyers into the area, most banks still refused to grant mortgages and home-improvement loans, and their refusal reared up as an obstacle on which the entire renovation effort might founder. When the Snyders bought their brownstone, it had taken them four months to find a bank that was willing to grant them a mortgage. Virtually every renovator who moved into Boerum Hill went through a similar experience. And for every renovator who stuck out the long fight to obtain a mortgage, there were probably three who gave up the whole idea.

Whatever else can be said about it—whatever failure of vision or of nerve it signified—the banks' refusal to lend money in Boerum Hill was not hard to understand. "The banks had preordained the character of the neighborhood," Snyder said recently. "They weren't going to lend money in a slum community, on houses that were falling down. They would have been happier to finance demolition, because slum clearance had been the wave of the nineteen-fifties, and because they knew that Boerum Hill had in fact been designated by the city as a prime demolition area. They were also influenced by the fact that federal policies favored suburban growth and sprawl. Therefore, they preferred to lend money in the suburbs. There wasn't even an office of the Federal Housing Administration in downtown Brooklyn. Where could you find its offices? In places like Hempstead. That's where the action was. And that's where the banks were putting their money. Two of the biggest banks in downtown Brooklyn—Dime Savings and Williamsburgh—were making virtually no investments in Boerum Hill, even though it has in

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(1) Raggedy Ann				
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20 in.	2 to 8 yrs.	49 N 34028	13 oz.	5.97
31½ in.	5 to 14 yrs.	79 N 34033C	4 lbs.	13.45
38½ in.	5 to 14 yrs.	79 N 34041C	6 lbs.	20.87
(2) Raggedy Andy				
15½ in.	2 to 8 yrs.	49 N 34021	9 oz.	$3.44
20 in.	2 to 8 yrs.	49 N 34032	13 oz.	5.97
31½ in.	5 to 14 yrs.	79 N 34039C	4 lbs.	13.45
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9-inch Mother BEANS with her twin children
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Mother's hands have Velcro® strips for gripping . . . wrap her arms around twins or you.
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CLOTHES AND ACCESSORIES All 3 with look-alike calico clothes, all with lace trim. Bonnets.
FOR AGES 2 to 7 years.
ORDERING INFORMATION
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Thin, lanky arms and legs are extra floppy and bendable for comical J.J.'s antics.
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49 N 34121 . . . . . $4.44
J.J.™ & © 1975 Tandem Prod., Inc.

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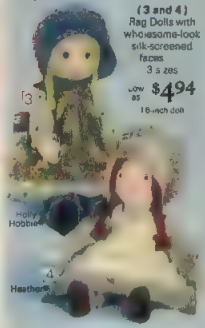

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(3 and 4) Holly Hobbie® and Heather® . . . rag dolls, each in 3 sizes.
BODY, DETAILING: Soft, huggable cloth bodies with yarn hair and delicate silk-screened faces. Prop them in many positions.
CLOTHES, ACCESSORIES Holly Hobbie is dressed in calico print dress and pantaloons with patchwork design pinafore. Coordinating calico print sunbonnet.
Heather is dressed in calico print dress and pantaloons, bleached muslin look pinafore and calico print sunbonnet.
FOR AGES 16-in. dolls are recommended for ages 2 to 8. 27 and 33-inch dolls are recommended for ages 3 to 14.
SIZES ORDERING INFO

Ht. in.	Catalog Number	Shpg wt.	Price
(3) Holly Hobbie®			
16	49 N 34057	8 oz.	$4.94
27	79 N 34078C	3 lbs.	12.95
33	79 N 34082C	4 lbs.	16.47
(4) Heather®			
16	49 N 34077	8 oz.	$4.94
27	79 N 34078C	3 lbs.	12.95
33	79 N 34083C	5 lbs.	16.47

Carrie

(5 and 6) Pose these delicate 12-inch vinyl Dolls
$4.66 each

Holly Hobbie®

(5) Carrie posable 12-inch vinyl doll
BODY DETAILING 12 in. tall. All vinyl body has movable arms and legs . . . makes her seem lifelike. Long red rooted hair. Painted eyes.
CLOTHES, ACCESSORIES Long calico print dress with matching apron. Wide-brimmed hat trimmed with flowers. Wears socks and black vinyl shoes.
FOR AGES 3 to 10 years. Not recommended for children under 3, due to small parts.
ORDERING INFORMATION
Shipping weight 8 ounces.
49 N 32047 . . . . . $4.66

(6) Holly Hobbie® posable 12-inch vinyl doll.
BODY DETAILING 12 in. tall. All vinyl body has movable arms and legs . . . makes her seem lifelike. Long pulled-back blond hair is rooted. Painted eyes.
CLOTHES, ACCESSORIES Long calico print dress covered with rustic patchwork pinafore. Calico print sunbonnet and vinyl boots.
FOR AGES 3 to 10 years. Not recommended for children under 3, due to small parts.
ORDERING INFORMATION
Shipping weight 8 ounces.
49 N 32048 . . . . . $4.66
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(7) 14-inch Rag Doll with lifelike vinyl face and hands
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(7) Betsey Clark©.
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CLOTHES, ACCESSORIES Dress with lace trim, patches.
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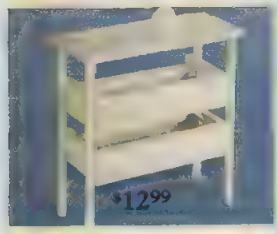
CONSTRUCTION Mint green metal over wood frame; paper lining inside. Metal corners, reinforcements and locks. Plastic carrying handle. Cat and fiddle design. Hanger bar for clothes . . . plastic hangers incl. Bottom drawer, ribbon tie.
FOR AGES 3 to 12 years.
SIZES ORDERING INFORMATION

14-in. tall Trunk 7x7¼ in. One snap lock.
49 N 33558—Shipping weight 4 lbs. **$6.49**

18-in. tall Trunk 8½x8¾ in. 2 snap locks.
49 N 33559—Shipping weight 6 lbs. **$8.99**

22-in. tall Trunk 8¾x9⅝ in. 2 snap locks.
79 N 33573C—Shipping weight 7 lbs. **$10.69**



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Vinyl strap holds "baby" still for dressing and changing. Store clothes in 2 shelves below.
CONSTRUCTION Wood frame with white wicker-look fiber sides and colorful, quilted vinyl top. Vinyl strap . . . pull through attached plastic rings to tighten. 18½x9¾x18¼ in. high.
FOR AGES 4 to 10 years.
ORDERING INFO Holds dolls up to 18 in. tall.
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(1) 18-piece Wardrobe Sets for dolls 10 to 22 in. tall

$4.29 sets for 10 to 15 in. dolls

Give your doll an outfit for every occasion.
SET INCLUDES Two dress and pants sets, robe, dress with matching hat, and nightgown. Also includes 2 bottles, a comb and 5 hangers.
FOR AGES 4 to 12 years. Not recommended for ages under 3 due to small parts.
SIZES ORDER INFO Order set by doll's height.

For doll heights	Catalog Number	Shpg. wt.	Set
10 to 11 in.	49 N 32567	7 oz.	$4.29
12 to 13 in.	49 N 32557	6 oz.	4.29
14 to 15 in.	49 N 32567	6 oz.	4.29
16 to 17 in.	49 N 32568	6 oz.	5.29
18 to 19 in.	49 N 32569	8 oz.	5.29
20 to 22 in.	49 N 32571	8 oz.	5.29

(2) 6-piece Knit Wardrobe Sets for dolls 13 to 21 in. tall

$6.29 set for 13 to 15 in. dolls

Bundle up your doll in these snug fitting knits. You'll have a difficult time deciding which outfit to put on her. They're all so pretty.
SET INCLUDES Dress, hooded jacket with panties and booties. 2 piece pram suit.
FOR AGES 3 to 10 years.
SIZES ORDER INFO Order set by doll's height.

For doll heights	Catalog Number	Shpg. wt.	Set
13 to 15 in.	49 N 32572	6 oz.	$6.29
16 to 18 in.	49 N 32573	6 oz.	7.29
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Talking Rag Dolls to entertain you

(3) Bozo the Clown®.
BODY DETAILING 18 in. tall. Vinyl head attached to huggable cloth body. Yarn hair, painted eyes. Pull his talking ring; hear one of 10 phrases.
CLOTHES ACCESSORIES Blue and white polka dot clown costume.
FOR AGES 2 to 8 years.
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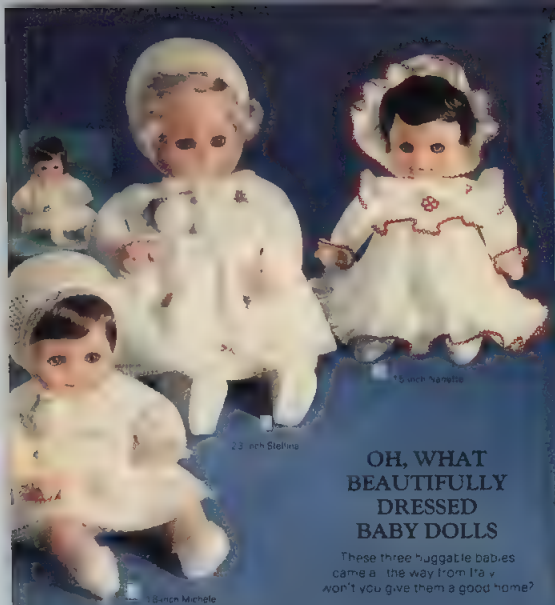
(4) Mrs. Beasley®
BODY DETAILING 22 in. tall. Vinyl face and hands, huggable cloth body. Rooted blond hair, painted eyes. Talking ring; says 10 different phrases.
CLOTHES ACCESSORIES Polka dot dress body. Plastic "granny" glasses.
FOR AGES 2 to 8 years.
ORDERING INFORMATION
49 N 3579—Wt. 2 lbs. 13 oz. . **$13.97**
Mrs. Beasley® © 1971 Family Affair Co.

(5) J.J.™, Your TV friend.
BODY DETAILING 23 in. tall. Cloth body bends easily for lanky, flexible look. Silk-screened face. Pull his talking ring to hear one of 9 phrases recorded in TV character's own voice.
CLOTHES ACCESSORIES Turtleneck, [redacted] body. Silk-screened cap.
FOR AGES 3 to 12 years.
ORDERING INFORMATION
49 N 34101—Wt. 1 lb. 13 oz. **$9.97**
J.J.™® 1975 Tandem Prod., Inc.

(6) Drowsy Doll . . . half asleep.
BODY DETAILING 15 in. tall. Vinyl head attached to huggable cloth body. Blond rooted hair, painted half-asleep eyes. Talking ring; says 11 phrases.
CLOTHES ACCESSORIES Pink, white sleeper body. Cradle-shaped package.
FOR AGES 2 to 7 years.
ORDERING INFORMATION
Shipping weight 1 pound 5 ounces.
49 N 34126 . . . . . **$8.97**



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These three huggable babies came a the way from Italy won't you give them a good home?

(1 thru 3) **Baby Dolls** ...imported from Italy

BODIES DETAILING Soft vinyl head, arms and legs attached to huggable cloth body filled with polyurethane foam. Prop in many positions. Lovely rooted hair. Open-and-close eyes. Lashes.

FOR AGES 4 years and up. Not recommended for ages under 3 due to small parts.

(1) Michele
18 inches tall. Brown hair
CLOTHES ACCESSORIES
Knit dress with matching knit bonnet, panties and booties. Lace-trimmed cloth bib adds a new look. See inset.
ORDERING INFORMATION
Shipping weight 4 pounds
79 N 31669C ... $15.49

(2) Stefina
23 inches tall. Blond hair
CLOTHES ACCESSORIES
Knit dress with lace and flower trim, knit panties. Matching knit bonnet. Nylon lace knee highs, white shoes.
ORDERING INFORMATION
Shipping weight 5 pounds
79 N 31698C ... $19.99

(3) Nanette
15 inches tall. Brown hair
CLOTHES ACCESSORIES
Dainty white cotton dress with red crochet look edging and flower trim. Matching bonnet, panties. White knit booties.
ORDERING INFORMATION
Shipping weight 2 lbs. 4 oz.
49 N 31692 ... $9.99

Life-size, 2-foot Baby Crissy has hair that "grows" to her shoulders

(7 and 8) **Baby Crissy.** Pull her hair to make it "grow"; pull string in back of neck to shorten it.

BODY DETAILING 24 in. tall. Soft vinyl foam skin baby almost feels alive. Jointed arms, legs to pose her. White doll (7) has auburn rooted hair, black doll (8) has black rooted hair. Sparkling eyes.

CLOTHES ACCESSORIES Lavender dress and pants. This life-size doll can wear real baby clothes, too.

FOR AGES 3 to 10 years.

ORDERING INFO Shipping weight each 5 lbs.
(7) 79 N 31658C—White Baby Crissy ... $17.47
(8) 79 N 31659C Black Baby Crissy ... 17.47

10-inch Little Karee

$4.95

BODY DETAILING 10 in. tall. Soft vinyl body. Jointed arms and legs ... pose her in many positions. Black rooted hair. Open-and-close eyes. Washable.

CLOTHES ACCESSORIES Soft white beret, jacket, pantirs. Matching white knit booties. Comb, brush incl. so short, straight hair do can be styled.

FOR AGES 3 to 10 years. Not for ages under 3, due to small parts.

ORDERING INFO Wt. 1 lb.
49 N 31643 ... $4.95

14-inch Floppy Powder Puff

$6.29

BODY DETAILING 14 in. tall. Soft vinyl body is foam filled ... she almost feels alive. Floppy arms and legs ... pose her in many positions. Blond rooted hair. Painted eyes. Washable body.

CLOTHES ACCESSORIES Pink brushed tricot dress with lace trim, knit bodice, sleeves. Cotton panties. White socks with bows.

FOR AGES 3 to 10 years

ORDERING INFO Ship wt. 1 lb. 6 oz.
49 N 31631 ... $6.29

3-piece Furniture Set
$1.99

13-piece Layette Set
$4.99

7-in. Baby, Baby™ has a special bottle to make her cheeks and eyelids move

(4) Baby, Baby. Her cheeks move in and out like she's really drinking when you push on her bottle.

BODY DETAILING 7 in. tall. Soft vinyl body. Blond rooted hair. Pretty eyes close when you turn bottle in her mouth; turn bottle back to see eyes open.

CLOTHES ACCESSORIES White diaper, receiving blanket, 1-piece plastic bottle.

FOR AGES 3 to 7 years. Not for ages under 3, due to small parts.

ORDERING INFORMATION
49 N 31547—Shipping weight 8 ounces ... $4.74

(5) Baby, Baby's 3-piece Furniture Set.

SET INCLUDES Strong polyethylene plastic furniture. Pink nursery style crib, bird shaped rocker and giraffe-shaped clothes rack with 2 hangers.

ORDERING INFORMATION Notched for assembly
49 N 31549—Shipping weight 1 pound ... Set $1.99

(6) Baby, Baby's 13-piece Layette Set.

SET INCLUDES Receiving blanket, 2 bibs, sleeping sacque and diaper set, sundress, sunsuit, 2 sunsuits, 2 sacques, 1 dress and 1 pair booties.

ORDERING INFORMATION
49 N 32589 Shipping weight 1 pound ... Set $4.99

DEAL
4 $4.74

Just call Sears and say "Charge it" see page 277

REMEMBER!

You can order items on pages 423 to 598 from now until SEPTEMBER 9, 1977

LOVABLE 19-INCH BABY DOLL

Tilt her forward and she cries "Mama"; tilt her backward and she cries "Papa"

18-inch Dearest Infant

Just listen to her cry **$11.49**

(1) Dearest Infant Baby makes crying sounds when you tilt her forward.
BODY DETAILING 18 in. tall. Vinyl arms, legs and head attached to huggable cloth body . . . prop her in many positions. Blond rooted hair. Open-and-close eyes with lashes.
CLOTHES ACCESSORIES Eyelet lace trimmed pajama top with pink bottoms.
FOR AGES 4 to 10 years
ORDER INFO Order extra clothes below.
49 N 31693—Shpg. wt. 2 lbs. 3 oz. $11.49

(2) Dress for Dearest Infant Blue and white check dress with lace trim, applique. White diaper knit booties included.
ORDERING INFO Doll not included.
49 N 32584 Shpg. wt. 4 oz. $4.39

(3) Coverall for Dearest Infant 1-piece red knit coverall with embroidered trim
ORDERING INFO Doll not included.
49 N 32585—Shpg. wt. 4 oz. $4.39

14-inch Angel Baby loves to be dressed

$8.49

(6) Angel Baby Doll.
BODY DETAILING 14 inches tall. Soft vinyl body. Jointed arms and legs . . . pose her in many positions. Blond rooted hair. Open-and-close eyes with lashes.
CLOTHES, ACCESSORIES 3-piece pink, white dotted play set, lace-trimmed top, panties, matching sun hat. Shoes, socks.
FOR AGES 3 to 10 years.
ORDERING INFORMATION Order extra clothing below
49 N 31566—Shipping weight 1 pound 5 ounces $8.49

(7) Pajamas for Angel Baby Pink, white pajama top, bottom. Applique trim.
ORDER INFO Doll not incl.
49 N 32556—Wt. 4 oz. . . . $3.29

(8) Coveralls for Angel 1-piece red knit coveralls, white top. Rickrack trim.
ORDER INFO Doll not incl.
49 N 32583—Wt. 4 oz. . . . $4.39

(9) Denim Outfit for Angel. Hooded jacket, slacks
ORDER INFO Doll, shoes and socks not included.
49 N 32582—Wt. 4 oz. . . . $4.39

(10) Dress for Angel Baby Red dress. Panties.
ORDER INFO Doll, shoes and socks not included.
49 N 32581—Wt. 4 oz. . . . $3.29

$11.94

$11.88 without batteries

Hasbro

IDEA

(4) 15-inch Don't Cry Baby

Baby drinks from her bottle and cries tears.
BODY DETAILING 15 in. tall. Molded vinyl body. Jointed arms and legs . . . pose her in many positions. Blond rooted hair. Painted eyes
CLOTHES ACCESSORIES Kimona, panties, plastic bottle washcloth and feeding bib to protect your clothing
FOR AGES 3 to 8 years
ORDERING INFORMATION
49 N 31713—Shpg. wt. 2 lbs. $11.94

(5) Wake Up Thumbelina

The baby will that turns her head to you, rolls over and reaches out her arms to be picked up . . . just like a real baby waking up.
BODY DETAILING 17 in. tall. Vinyl face and arms attached to soft cloth body. Blond rooted hair. Painted eyes
CLOTHES ACCESSORIES One-piece pajama outfit with lace trim. Hair ribbon
FOR AGES 3 to 6 years
ORDERING INFO Doll requires 2 "D" batteries not included. Order package below
49 N 31723 Shpg. wt. 4 lbs. $11.88

Long-lasting Alkaline D Batteries
Package of 2
49 N 46896—Shipping wt. 11 oz. . . . . Pkg. $1.69

(11) Mama Baby Doll. Cuddle-size baby doll has soft vinyl head, arms and legs attached to huggable cloth body. Jointed arms and legs . . . pose her in many positions. Blond rooted hair. Open-and-close eyes with lashes.
CLOTHES ACCESSORIES Dressed in long-sleeve gown made of pink, sheer nylon and acetate. Wears panties and booties. Comes with matching lace-trimmed pillow to cush on her head. Pink hair ribbon.
FOR AGES 3 to 10 years
ORDERING INFORMATION
Shipping weight 2 lbs. 8 oz.
49 N 31698 . . . . . $11.88

$11.99

(12 and 13) Hush Li'l Baby Watch baby move her head from side to side . . . she fusses and squirms in her cradle, rocking it back and forth. Calm and quiet this little darling by putting her bottle or pacifier in her mouth.
BODY DETAILING 15 in. tall. Plastic body with rotocast jointed arms and legs. Rooted hair. Painted eyes, lashes.
CLOTHES, ACCESSORIES Ruffled top and pants. Plastic pacifier and bottle, put either in her mouth to calm her. Corrugated cardboard cradle that rocks (not shown).
FOR AGES 2 to 8 years.
ORDERING INFO Each requires 2 "C" batteries, order pkg. below. Cradle comes unassembled. Instructions included.
(12) 49 A 31717—**Black Hush Li'l Baby** Wt. 2 lbs. $10.45
(13) 49 N 31703—**White Hush Li'l Baby** Wt. 2 lbs. 10.46
Long-lasting Alkaline "C" Batteries, Package of 2.
49 N 46897—Shipping weight 5 ounces . . . . . Package $1.39

(14) Rocking Horse . . . doll's motion rocks horse. Brightly colored Masonite® hardboard, plastic supports.
ORDERING INFO Unassembled. Notched for assembly
49 N 31707—Shipping weight 1 pound $3.99
Black Hush Li'l Baby (12) Rocking Horse (14)
49 N 31747—*Order doll batteries above.* Wt. 3 lbs. . . . $13.45
White Hush Li'l Baby (13), Rocking Horse (14).
49 N 31728—*Order doll batteries above.* Wt. 3 lbs. $13.45

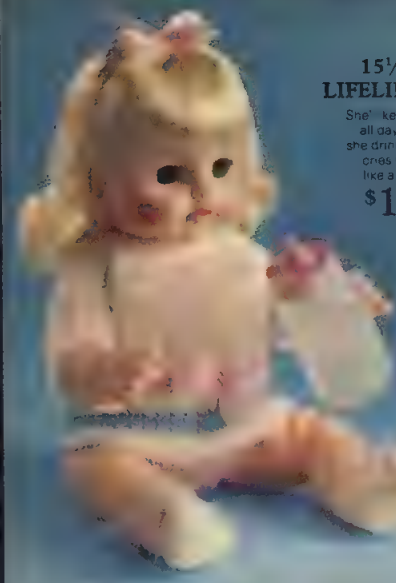
(15) 9-piece Wardrobe Set . . . for Hush Li'l Baby. Incl. comb, nightgown, dress, pants, 2-pc. playsuit, 3 hangers.
ORDERING INFORMATION
49 N 32592—Shipping weight 4 ounces . . . . . Set $3.99

VALUE **Save $1** when you buy Hush Li'l Baby (12) or (13) with (14)

Separately total $14.46 **$13.45**

Each **$10.46** without batteries

Sears 575



15½-inch LIFELIKE BABY

She'll keep you busy all day long she drinks, wets and cries tears just like a real baby

$13.95

Your own lifelike baby to comfort when she cries . . . feed and bathe her, too.

BODY DETAILING 15½ in. tall. Soft vinyl body is vinyl foam filled . . . baby almost feels alive. Jointed arms and legs . . . pose her in many different positions. Blond, rooted hair. Open-and-close eyes with lashes. Baby drinks, wets, cries tears and is completely washable.

CLOTHES ACCESSORIES Knit 2-piece smock and pants outfit. Matching knit booties. Bottle to feed her. Pink hair ribbon.

FOR AGES 3 to 10 years.

ORDERING INFORMATION
49 N 31655—Shipping wt. 2 lbs. 4 oz. . **$13.95**

18-inch KISS ME BABY

$10.95 each

(1 and 2) Squeeze this baby's left arm and put her lips next to your face for a loving kiss. Tip her forward and back and she'll cry for "Mama".

BODY DETAILING 18 in. tall. Vinyl head, arms and legs attached to huggable cloth body . . . prop her in many positions. Rooted hair. Open-and-close eyes, lashes.

CLOTHES, ACCESSORIES Flower and lace-trimmed dress, matching bloomers. Knit booties. Hair bow.

FOR AGES 3 to 10 years.

ORDERING INFORMATION
(1) **49 N 31689**—White Doll. Wt. 1 lb. 8 oz. . **$10.95**
(2) **49 N 31701**—Black Doll. Wt. 1 lb. 8 oz. . **10.95**

16-inch HUG-A-BYE BABY

. . . soft and cuddly, a joy to hold

$10.49

This baby doll has sweet cherub cheeks and eyes that close when she goes to sleep.

BODY DETAILING 16 inches tall. Soft vinyl head, arms and legs attached to huggable cloth body . . . prop this floppy baby in many different positions. Short blond rooted hair. Open-and-close eyes with lashes.

CLOTHES ACCESSORIES Flower and eyelet-trimmed pajama top with matching blue bloomers.

FOR AGES 3 to 10 years.

ORDERING INFORMATION
49 N 31732—Shipping weight 1 lb. 11 oz. . . . **$10.49**

13-inch Drink 'n Wet Baby . . . feed and bathe her, then dress her in an outfit from her 12-piece layette

$8.29

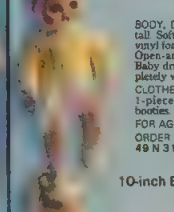
This little baby has plenty of clothing and accessories to help you be a proper parent from her morning feeding to her evening bath.

BODY DETAILING 13 inches tall. Molded plastic body. Jointed arms and legs . . . pose her in many positions. Short blond rooted hair. Open-and-close eyes with lashes. Baby drinks, wets and is completely washable.

CLOTHES ACCESSORIES Dressed in lace trimmed play top, diaper, knit booties and hair ribbon. 12-pc. layette includes: bottle, dress, sun suit, bed jacket, mirror, brush, comb, 2 hair curlers, sponge, diaper and washcloth.

FOR AGES 3 to 10 years.

ORDERING INFORMATION
49 N 31585—Shpg. wt. 1 lb. 4 oz. . **$8.29**



14-inch Baby's First Baby

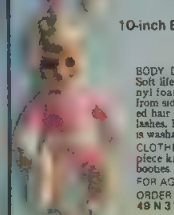
$8.95

BODY DETAILING 14 inches tall. Soft lifelike vinyl body is vinyl foam filled. Molded hair. Open-and-close eyes, lashes. Baby drinks, wets and is completely washable.

CLOTHES, ACCESSORIES 1-piece knit playsuit, knit booties. Bottle; hair ribbon.

FOR AGES 6 mos. to 6 yrs.

ORDER INFO: Wt. 1 lb. 8 oz.
49 N 31534 . . . . . **$8.95**



10-inch Baby Luv 'n Stuff

$6.29

BODY DETAILING 10 in. tall. Soft lifelike vinyl body is vinyl foam filled. Head turns from side to side. Blond, rooted hair. Open-and-close eyes, lashes. Baby drinks, wets and is washable.

CLOTHES ACCESSORIES 1 piece knit playsuit and knit booties. Bottle. Hair ribbon.

FOR AGES 6 mos. to 6 yrs.

ORDER INFO Wt. 12 oz.
49 N 31622 . . . . . **$6.29**

TV Pals and Action Toys for Exciting Adventures

(A) Mission Control Center™. Communication console with cables, chair, mat, TV with pictures in 26x17½" inflatable dome. 2 lbs
65700-KE1297 ..... $16.95

(B) Bionic Transport & Repair Station™ Real 2X microscope, computer system, "X ray" revitalization chamber, and more. 3 lbs.
65300-KE967 ..... $14.50†

(C) Six Million Dollar Man™. 13" articulated figure with bionic see-thru eye, power arm with removable modules. Engine block. 2 lbs.
65000-KE797 ..... $11.45†

(D) 13" Maskatron™. Powerful robot with 3 masks, 2 weapon arms. Civilian outfit. 2 lbs
65600-KE797 ..... $12.95†

(E) Bionic Beauty Salon. Handle activates flashing lights, readouts. Cables. 2 lbs
65850-KE847 ..... $12.95†

(F) Bionic Woman™. 12¼" fully articulated figure. Rooted hair. Bionic modules in ears, right arm, legs—like Jaime Sommers. 2 lbs
65800-KE797 ..... $12.95†

(G) Critical Assignment Arms™ "Laser Arm" shoots red beam, "Neutralizer Arm" delivers Karate chop, "Oxygen Supply Arm" Shirt. 1 lb
65500-KE497 ..... $7.50†

(H) Backpack Radio. Crystal radio really works. Receives strongest local AM signal. No battery. Grounding clip, ear plug. 1 lb
65200-KE447 ..... $6.50†

(J) Evel Knievel™ Funny Car. Pops wheelies, races up to 100' Energizer. 3 lbs
3451-2DT1097 ..... $14.50†

(K) Evel Knievel™ Super Cycle. Races out in a wheelie with jet pods flashing "flame". With figure and energizer. 3 lbs
3452-0-DT1397 ..... $18.45†

(L) Evel Knievel™ Stunt Cycle with 7" Figure. Jumps, flips, wheelies, races 100' Gyro powered motor. Energizer. 3 lbs
3407-4DT1097 ..... $15.45†

(M) Combat Jeep & Trailer. Comes with 31 accessories. Assembled 25½" 4 lbs
2080-TEC697 ..... $9.95

(N) Defender's Tank. Turret turns 360° Movable cannon, treads. Fits G.I Joe. 4 lbs.
9031-HF857 ..... $10.97

(P) Eagle Eye Land Commander. Movable eyes. Uniform, rifle, boots, trunks. 1 lb
7276HF497 ..... $6.75†

(R) Bullet Man. Fully articulated action figure with "chrome" arms, hands, helmet. Uniform with boots, string slide. 1 lb
8026HF497 ..... $6.75

(S) Lone Ranger® 9½" tall. Jointed to bend and turn. Outfitted, with mask, guns. 1 lb
23620-GB397 ..... $5.95†

(T) Silver. Jointed horse can be posed in rearing or galloping positions. Head and tail move. With saddle and stand. 2 lbs
23625GB697 ..... $9.95

(V) J. J. Armes™ Figure with Accessories. 9½" tall, fully poseable and dressed. Hooks move to grasp objects. Suitcase filled with suction cups, magnet, machete, etc. 1 lb
4400-8DT597 ..... $7.95†

Please see front of catalog for an explanation of list - references prices (†), and manufacturers' warranties

3-way Nursery Center $5.99

Care Set $4.79

kenner 6-inch Baby Alive $10.97 ea. without batteries

(1 and 2) Baby Alive. . . the doll who can "eat". BODY, DETAILING: Baby drinks, wets and chews . . . her mouth moves when she drinks or eats. Feed her by bottle or spoon . . . then change her disposable diaper. 16 in. tall. Soft vinyl body is polyurethane foam-filled . . . feels like a real baby. Rooted hair. Painted eyes.
CLOTHES, ACCESSORIES: Dressed in gingham check dress with eyelet lace trim, matching bib and disposable diaper. Comes with plastic dish, spoon, bottle, 9 packets of special "food" and 2 extra disposable diapers.
FOR AGES: 3 to 10 years. Not for under 3, small parts.
ORDERING INFO: Each requires 2 "C" batteries, not included, order package below. Shpg. wt. 2 lbs. 8 oz.
(1) 49 N 31708—White Baby Alive $10.97
(2) 49 N 31721—Black Baby Alive. 10.97

Long-lasting Alkaline "C" Batteries. Package of 2.
49 N 46997—Shipping weight 5 oz. . . . . Package $1.39

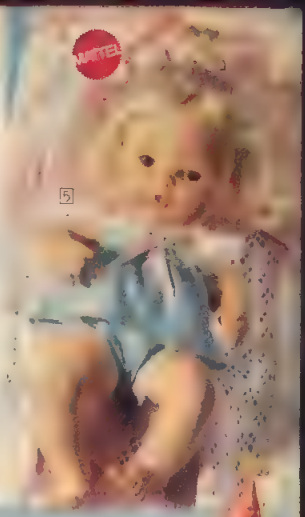
(3) Nursery Center for Baby Alive. Use it in 3 different ways: fold top tray in half for feeding table (as shown); lay tray flat on basket for diaper changing table; take tray off for baby's bed. Handles fold under or swing up for carrying.
CONSTRUCTION: Plastic side rails and handles. Vinyl interior. Plastic tray.
ORDERING INFORMATION
49 N 31711—Shipping weight 2 pounds $5.99

(4) Care Set for Baby Alive.
SET INCLUDES: 2 disposable diapers, baby care book, 9 packets of special "food", washcloth, towel, baby bottle, comb, brush and pacifier.
ORDERING INFORMATION
49 N 31681—Shipping weight 8 oz. . . . . Set $4.79

13-inch Quick Curl Baby Tender Love

Comes with her own hairstyling accessories

$8.99 blanket not included

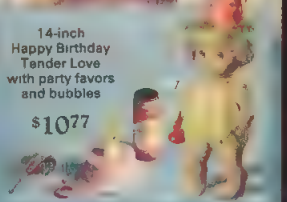


(5) Quick Curl Baby Tender Love change her hairstyle in seconds without setting, wetting or waiting.
BODY, DETAILING: 13 in. tall. Vinyl body. Blond rooted quick curl hair . . . styles easily. Painted eyes.
CLOTHES, ACCESSORIES: Blue lace-trimmed top and pant set. Pink hair ribbon. Comb, brush and curling device included.
FOR AGES: 3 to 10 years.
ORDER INFO: Order extra clothes below.
49 N 31638—Wt. 2 lbs. 8 oz. $8.99

(6) 9-piece Wardrobe Set . . . for 13-inch Baby Tender Love (5).
SET INCLUDES: Robe, 2-pc. playsuit, dress, pants, nightgown and 3 hangers.
ORDERING INFORMATION
49 N 32591: Shpg. wt. 4 oz. . . Set $3.99

(7) Happy Birthday Tender Love have a party for baby's birthday.
BODY, DETAILING: 14 in. tall. Vinyl body. Blond rooted hair. Painted eyes.
CLOTHES, ACCESSORIES: Yellow and white lace party dress with matching pants. Party hat with elastic chin strap, party horn, expandable party noisemaker, plastic birthday cake with pretend candle, bubble solution and bubble blower.
FOR AGES: 3 to 7 years. Not recommended for ages under 3 due to small parts.
ORDERING INFORMATION
49 N 31727—Wt. 2 lbs. 8 oz. $10.77

9-piece Wardrobe for 13-inch Tender Love (5). $3.99



14-inch Happy Birthday Tender Love with party favors and bubbles

$10.77

20-inch Baby Boo Hoo

Makes crying noises when you remove her pacifier

$13.49 without battery

Baby Boo Hoo. Baby makes crying noises when you remove her pacifier . . . stops fussing when you put it back in her mouth.
BODY, DETAILING: 20 in. tall. Vinyl face, arms and legs attached to huggable cloth body . . . prop her in many positions. Blond rooted hair. Open and close eyes with lashes.
CLOTHES, ACCESSORIES: Delicate crochet top, pants, hat and booties. Pacifier.
FOR AGES: 3 to 9 years.
ORDERING INFORMATION: Requires 1 "C" battery, not included, order package below.
49 N 31716—Shipping wt. 2 lbs. 12 oz. . . . $13.49

Long-lasting Alkaline "C" Batteries. Pkg. of 2.
49 N 46997—Shpg. wt. 5 oz. . . . Package $1.39

11 inch Little Janie with lace-trimmed dress and matching pants

$5.95

11 inch Old-fashioned Cradle Baby

$4.44

She drinks and wets . . . cradle and mattress included

Little Janie . . . a beautiful black baby doll you will love to hold.
BODY, DETAILING: 11 in. tall. Vinyl body with soft polyurethane foam fill . . . feels like a real baby. Black rooted hair. Painted eyes.
CLOTHES, ACCESSORIES: Bright pink dress and pants trimmed with lace. Two white hair ribbons.
FOR AGES: 1 to 6 years.
ORDERING INFORMATION
Shipping weight 1 pound 4 ounces.
49 N 31525 . . . . . $5.95

Old-fashioned Cradle Baby. Rock her to sleep at nap time and at night.
BODY, DETAILING: 11 in. tall. Vinyl body. Jointed arms and legs to pose her. Blond rooted hair. Open-and-close eyes with lashes. Baby drinks, wets.
CLOTHES, ACCESSORIES: Dressed in old-fashioned christening gown and hat with lace trim. Plastic bottle. Sturdy plastic cradle and mattress.
FOR AGES: 3 to 10 years.
ORDERING INFORMATION: Cradle unassembled.
49 N 31731—Shipping weight 1 lb. 4 oz. $4.44

16-inch Bathtub Baby really likes the water

comes with her own plastic tub, hooded towel and bath-time accessories

$10.49

This pretty blond baby is fun to take care of . . . bathe her, feed her with her bottle and change her when she's wet.

BODY, DETAILING: 16 in. tall. Soft vinyl head, arms and legs. Vinyl body. Fully jointed arms and legs. Blond rooted hair. Open and-close eyes. Drinks, wets and is washable.

CLOTHES, ACCESSORIES: Comes with hooded terry cloth towel, diaper, plastic tub, bottle, robe, sunsuit, dress, knitted booties, powder puffs, soap and sponge.

FOR AGES: 3 to 10 years.

ORDERING INFORMATION:
49 N 31648—Shipping weight 2 pounds 8 ounces $10.49

Tub 'n Shower Dolly

$10.29

BODY, DETAILING: 12 in. tall. Vinyl body. Jointed arms, legs. Molded hair. Painted eyes. Drinks, wets, washable.

CLOTHES, ACCESSORIES: Plastic tub 'n shower spray nozzle and "curtain" background. Press hand pump to re-circulate water. Soap, sponge, panties and plastic bottle.

FOR AGES: 3 to 10 years.

ORDERING INFORMATION:
49 N 31684—Shipping weight 2 pounds 4 ounces $10.29

$10.88

$5.99 doll not included

$9.45

17-inch Rub-A-Dub Dolly

(1) **Rub-A-Dub Dolly.** Bath-time partner.

BODY, DETAILING: 17 in. tall. All vinyl body. Jointed arms and legs. Blond rooted hair. Painted eyes. Completely washable.

CLOTHES, ACCESSORIES: Hooded terry cloth robe with lace trim, ribbon tie. Diaper.

FOR AGES: 3 to 8 years.

ORDERING INFORMATION: Order vanity and shower and extra clothing below.
Shipping weight 2 pounds.
49 N 31615 . $10.88

(2) **Vanity and Shower Set.** Keeps doll's head above water and soap out of her eyes. float her in tub with you.

SET INCLUDES: Plastic vanity and shower with spray nozzle . . . give doll a shower. Plastic shower cap, soap, washcloth.

ORDERING INFO: Doll not included.
49 N 31643—Shpg. wt. 2 lbs. . . .Set $5.99

(3) **8-piece Wardrobe Set**

SET INCLUDES: One-piece sleeper, 2-piece play set, dress, pants, 3 hangers.

ORDERING INFORMATION
49 N 32576—Shpg. wt. 5 oz. Set $4.89

16-in. Wash-A-Bye Baby

(4) **Wash-A-Bye Baby.** After her bath, dress her for sleep or play.

BODY, DETAILING: 16 in. tall. Soft vinyl body with jointed arms and legs . . . makes her easy to pose and dress. Molded hair can't tangle when wet. Painted eyes. Completely washable.

CLOTHES, ACCESSORIES: White knit one-on sacque top and matching panties, both trimmed with lace edging.

FOR AGES: 2 to 7 years.

ORDERING INFORMATION
Order extra clothing below.
49 N 31596—Wt. 1 lb. 12 oz. . .$9.45

(5) **Play Outfit . . .** for Wash-A-Bye Baby. Red and white check top, pantes. Lace trim and applique.

ORDERING INFO: Doll not included.
49 N 32586—Shpg. wt. 4 oz. $2.49

(6) **Nightgown . . .** for Wash-A-Bye Baby. Soft pink nightie with lace trim.

ORDERING INFO. Doll not included.
49 N 32588—Shpg. wt. 4 oz. $2.49

$3.99 doll bottle not included

Two-piece Knit Outfit for dolls 12 to 18 inches tall

Snug-fitting knit outfit in light pink . . . includes hooded jacket and full bottoms.

ORDERING INFO: Order outfit by your doll's height. Bottle, doll not included.

Set for 12 to 14-inch dolls
49 N 32609—Shpg. wt. 3 oz. Set $3.99

Set for 15 to 18-inch dolls.
49 N 32529—Shpg. wt. 3 oz. . Set $3.99

Buy the easy way—order by phone.

(7) **Bath Set.**

SET INCLUDES: Plastic sectioned tray with 3 covers, cotton balls, cotton swabs, soap, soap dish, baby talc. Five plastic bottles labeled for cologne, bath salts, cotton, perfume and powder. Brush, comb, mirror and washcloth.

FOR AGES: 3 to 8 years. Not recommended for ages under 3, due to small parts.

ORDERING INFORMATION
49 N 33582—Shpg. wt. 13 oz. Set $3.69

(8) **Feeding Set.**

SET INCLUDES: Plastic covered sterilizer pot, float toy, 6 bottles and rack, dish, juicer, bowl, spoon, cup, funnel, magic milk bottle, orange and clear bottles, toy clock; Gerber® play box, bib, napkin, vinyl diaper bag.

FOR AGES: 3 to 8 years. Not for ages under 3, due to small parts.

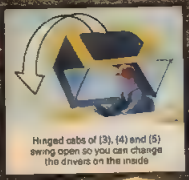
ORDER NG INFORMATION
49 N 33574 –Wt. 1 lb. . . . . Set $3.69

Bath Set (7) with Feeding Set (8). See descriptions above.
49 N 33583—Shipping weight 1 pound 13 ounces Set $6.38

Work parts by hand ... lift and load, scoop and scrape, doze and dump grade, even hoist metal debris

Our biggest, brawniest "EARTHMOVERS"

So big, optional 5-inch tall construction workers can sit in cabs to add realism



Hinged cabs of (3), (4) and (5) swing open so you can change the drivers on the inside

Use magnet or scoop with (3)

Set of 3 construction workers with flexible joints

Towering 28-inch Crane

Easily operates by hand crank to lift and rotate those big loads into the right position

$15.95

You control all the working action by hand. Simply flip position lever and turn crank to slide block and tackle forward or back. Swing horizontal boom around in a complete circle around base of crane. Lower tackle, rotate hook and raise cargo up to 2 feet in the air.
CONSTRUCTION Durable plastic crane measures 29¼"x16⅝"x28 inches high. Massive 29½-in. long horizontal boom rotates 360° to cover an area of almost 5 feet. Made in Japan.
FOR AGES 3 to 10 years.
ORDERING INFO Partially assembled.
49 N 58387—Shipping weight 4 pounds **$15.95**

Wish Book VALUE

NYLINT

Rugged, giant steel rigs handle most sandpile construction jobs

Cut $1

Reduced from 1978 Christmas Book Were $7.94 to $17.95

$6.94 to $16.95 Michigan Shovel

(1 thru 5) Our biggest Earthmovers
CONSTRUCTION Heavy-gauge steel bodies finished with chip-resistant, non-toxic enamel. Highly detailed bodies with shatter-defying plastic windshields. Plastic wheels. Turned edges.
FOR AGES 3 years and up.

(1) Grader Blade raises, lowers, tilts and swings left or right to 5 positions for snow or dirt removal. Tandem-pivoted rear wheels with big traction tread tires. Measures 16x7x7½ inches high.
ORDERING INFO Figure not included, see (6).
49 N 58473—Shpg. wt. 3 lbs. 2 oz. *Was $7.94* **$5.94**

(2) Bulldozer 3-position blade. Wide, deep-lug tracks on solid wheels. 12⅝x8x7¾ inches high.
ORDERING INFO Figure not included, see (6).
49 N 58472—Shpg. wt. 3 lbs. 9 oz. *Was $8.94* **$7.94**

(3) Michigan Shovel Hinged cab swings open; crane cab swivels 360°. Positive stop winch raises, lowers boom. Includes scoop and magnet for lifting dirt or metal debris. 20x7x40 in. high, boom raised.
ORDERING INFORMATION Partially assembled. Figure not included, see (6).
79 N 58383C—Wt. 10 lbs. *Was $17.95* **$16.95**

(4) Dump Truck. Cab swings open. Balanced-action bed raises and dumps big loads (by hand). Measures 19⅝x21¾x10 inches high.
ORDERING INFO Figure not incl., see (6).
79 N 58381C—Wt. 7 lbs. *Was $11.45* **$10.45**

(5) Loader Cab swings open, swivels to steer. Lever operated bucket scoops up load, raises, lowers and dumps. 21½x7½x9⅛ in. high.
ORDERING INFO Figure not incl., see (6).
79 N 58382C—Wt. 7 lbs. *Was $13.95* **$12.95**

(6) Construction Crew
Set of three 5-in. high workmen in coordinated outfits, helmets with shovel, pick axe, air hammer. Each fits into cabs of NYLINT Earthmovers.
ORDERING INFORMATION From Hong Kong.
49 N 58388—Shipping weight 8 ounces Set **$1.09**

old hot plate. We had a hot plate that had been in virtually every renovated house on the block. You could always go over to a neighbor's for a shower, too, until you got your bathroom fixed. I also went into many a neighbor's house with bloody fingers, to have them bandaged up. And there were lots of evenings when fellow-renovators took us in for dinner."

Brownstone renovation can also be tough on marriages. Carol Donner's marriage ended before the house was fully restored, and she remained in the brownstone, becoming what she calls "a single-lady renovator"—one of the few who were on Pacific Street around that time. "I happen to know that there have been a lot of problems with married renovators," she says today. "Buying a house is like having a child when the marriage is on the rocks. Both parties think it might work out after the child arrives, but it rarely does. I'd be interested to know the statistics on marriages that have broken up over renovating. The problem usually occurs when one party is not so interested in the house and the other one wants to go on with it as a joint project. Most married people don't have any great joint projects except raising children—and a lot of them don't even have that. So renovating is often a real test of marriage."

Another renovator whose marriage did not survive the restoration of a brownstone is Nat Hendricks, a young Quaker from Vermont who, after earning a master's degree in American history at Columbia University, bought a house on State Street in 1966. He said, some time ago, "My house cost sixteen thousand five hundred dollars, which was reasonable. But my wife and I were scared stiff when we moved in. We didn't know whether next day the city was going to walk in and condemn every building on the block for demolition, and we didn't know whether there was any hope of the neighborhood's ever changing. We couldn't even sleep nights after we moved in. Parties going on in the streets, beer bottles being broken, fights. We'd run into a neighbor, and he'd say, 'You know, a guy got knifed on the block yesterday.' One morning, we woke up and there was a trail of blood down the street. It was a rough neighborhood. Eventually, we parted, and she's living in Cobble Hill now."

Another "single-lady renovator" in Boerum Hill in the late sixties was Susan Benson, who bought a brownstone on Bergen Street in 1968. Her

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The trio, **19.50.**

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MOVIE FRIENDS

1

(1) Come Alive Mickey Mouse®. Pocket within Mickey's body lets him be a hand puppet.
CONSTRUCTION 16 in. tall. Stuffed body with inside pocket. Plush acrylic pile. Locked-in plastic eyes. Corduroy pants.
FOR AGES 6 to 12 years.
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Shipping weight 7 ounces.
49 N 40914 ..... $6.97
©Walt Disney Productions

Mickey Mouse®
$6.97

2

(2) Benji.
CONSTRUCTION 9 in. tall. Long acrylic pile on stuffed body. Locked-in plastic eyes, felt nose.
FOR AGES 3 years and up.
ORDERING INFORMATION
Shipping weight 11 ounces.
49 N 40863 ..... $5.98

3

Benji
$5.98

(3) Hawmps the Camel
CONSTRUCTION 12 in. long and 9 in. tall. Stuffed body. Acrylic pile. Felt eyes.
FOR AGES 2 years and up.
ORDERING INFORMATION
Shipping weight 10 ounces.
49 N 40865 ..... $5.97

Hawmps
$5.97

Buy the easy way order by phone

4

Bonnet Turtle®
$4.97

(4) Bonnet Turtle
CONSTRUCTION 13 in. long. Stuffed body. Plush acrylic pile with rustic cotton patchwork shell and sunbonnet. Locked-in plastic eyes for safe play.
FOR AGES 3 years and up.
ORDERING INFO. Wt. 15 oz.
49 N 40645 ..... $4.97
©Knickerbocker Toy Co. Inc

5

$10.47

6

$10.47

Family of Circus Chimps

(5 and 6) Tippy and Zippy Squeeze their left arms to hear chimp noises, "Kee-Kee."
CONSTRUCTION Stuffed body, acrylic pile. Vinyl face, hands, ears and shoes. Painted eyes. Voice squeaker concealed in arm.
FOR AGES 3 years and up.
ORDERING INFORMATION

(5) Tippy 16 in. tall. Yellow pile. Lace trimmed cotton dress, pants. Hair ribbon.
49 N 40539 Shpg. wt. 1 lb. 4 oz. $10.47

(6) Zippy 16 in. tall. Black pile. Corduroy overalls. T shirt with name. Felt hat.
49 N 40538 Shpg. wt. 1 lb. 4 oz. $10.47

(7) Chip
CONSTRUCTION 11 in. tall. Stuffed body. Black acrylic pile. Vinyl face and felt ears. Painted eyes. T-shirt with printed name.
FOR AGES 6 months to 6 years.
ORDERING INFORMATION
49 N 40317 Shipping weight 5 oz. $4.99

$4.99

Happiness is bringing the Peanuts gang home

8

9

10

11

12

13

14

15

(8 thru 15) FOR AGES 6 months and up.

(8 thru 11) Stuffed Characters
CONSTRUCTION Stuffed cotton cloth bodies. All are 7 in. tall and bend at arms and legs. Printed faces.
ORDERING INFORMATION

(8) Linus Wears striped cotton T-shirt and shorts.
49 N 40923—Shipping weight 8 ounces $2.55

(9) Peppermint Patty Wears cotton blouse, shorts.
49 N 40922—Shipping weight 8 ounces $2.55

(10) Lucy Wears cotton dress with puff sleeves
49 N 4092 Shipping weight 8 ounces $2.55

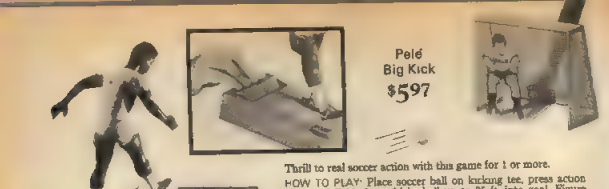
(11) Charlie Brown. Wears cotton shirt and shorts.
49 N 40921 Shipping weight 8 ounces $2.55

(12) Snoopy
CONSTRUCTION Stuffed cotton body is soft and cuddly. Stands 8 in. tall. Bends at all 4 legs. Felt eyes, eye brows and stitched mouth. Locked-in plastic nose. Wears cotton turtleneck and jeans.
ORDERING INFORMATION
49 N 40924—Shipping weight 8 ounces $2.55

(13) Woodstock
CONSTRUCTION Stuffed cotton velveteen body with yarn "feathers". 6 in. tall. Felt eyes and mouth.
ORDERING INFORMATION
49 N 40911—Shipping weight 3 ounces $3.44

(14 and 15) Plush Snoopy
CONSTRUCTION Stuffed body covered with soft, plush acrylic pile. Plush eyes and nose. Floppy arms and legs. Easy to keep clean . . . just use a sponge. Neck ribbon on (14); black vinyl collar on (15).
SIZES AND ORDERING INFORMATION
(14) 49 N 4094—*10-inch Snoopy.* Wt. 7 oz. ... $7.94
(15) 49 N 40943—*20-inch Snoopy.* Wt. 15 oz. . 14.98

Peanuts characters® United Feature Syndicate, Inc. 1976



Pelé Big Kick

$597

Thrill to real soccer action with this game for 1 or more.
HOW TO PLAY Place soccer ball on kicking tee, press action lever and Pelé player kicks ball up to 25 ft. into goal. Figure kicks at different angles from goal as indicated on spinner. Hand-operated goalie blocks.
WHAT YOU GET Figure and platform, 8½x4x11 in. high, 2 balls, goal net with movable goalie. Plastic.
FOR AGES 6 years and up
ORDERING INFORMATION
49 N 65269—Shipping weight 2 pounds $5.97

Super Toe

Field goal kicking game

$597

Play this football action game alone or with friends.
HOW TO PLAY Hit Super Toe on his helmet and he kicks football up to 50 ft. Score the most points in 20 field goal attempts from positions indicated by spinner.
WHAT YOU GET 10-in. high Super Toe, 29-in. high goal post, 2 footballs. Spinner. Plastic.
FOR AGES 6 years and up.
ORDER INFO Wt. 1 lb. 13 oz.
49 N 65563 . . . . . $5.97

$597

Super Touch

The super basketball game you can play alone or with friends.
HOW TO PLAY Hit Super Touch on the head and he will toss the ball into basket up to 20 feet away. Player with the most baskets scored is the pro
WHAT YOU GET Figure, 10½ inches high. 25-inch high basket, 2 basketballs. Plastic
FOR AGES 6 years and up.
ORDERING INFO Wt. 1 lb. 10 oz.
49 N 65323 . . . . . $5.97

Karate Man **$1487**

E-e-e-ah . . . here comes a karate chop, be prepared to block it.
HOW TO PLAY This two-player game operates karate fighters via remote control. Jab, thrust, chop or kick while moving figures from side to side. Strike a blow directly to head or chest and your opponent collapses.
WHAT YOU GET 2 figures, 10½ inches high. Plastic, metal.
FOR AGES 6 years and up.
ORDERING INFORMATION
Shipping weight 4 lbs. 1 oz.
49 N 65558 . . . . . $14.87

Nuttsy Tennis® **$833**

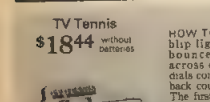
Outwit and outwhack opponents but watch out for trick shots.
HOW TO PLAY Two players operate spring activated racquets via lever controls. Send counter balanced ball across court. Speed of hit and tilt of racquet determine placement. Score like real tennis match.
WHAT YOU GET Court, 16x32 inches long, two racquets, sideline score pegs, net. Plastic
FOR AGES 5 years and up.
ORDERING INFO Wt. 2 lbs. 4 oz.
49 N 6504 . . . . . $8.33

Trap Tennis® **$697**

You must be quick to win in this two-handed tennis game.
HOW TO PLAY One player serves by hitting ball on revolving arm either fast or slow. As it comes around, opponent can let it go by, hit it or trap it in one of three holes on end of his catcher. If he traps it in middle hole he scores 2 points; outside holes are worth 1 point.
WHAT YOU GET 7x29¾ inch long unit, two racquets. Plastic.
FOR AGES 7 years and up.
ORDERING INFO Unassembled.
49 N 65574—Wt. 1 lb. 12 oz. $6.97

Volley™ **$833**

Hit easy for volley or "spike" your opponents and score!
HOW TO PLAY Ball is fastened to rod and anchored to swivel pivot in center of net. Hit lever-controlled arms of mechanical players and send ball over net. Ball can hover or spike on your hit.
WHAT YOU GET Court, 11⅝x17⅝ in.; 6 players, net. Plastic
FOR AGES 8 years and up.
ORDERING INFO Unassembled.
49 N 65272—Wt. 3 lbs. 3 oz. $8.33

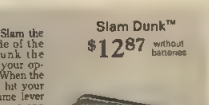


TV Tennis

$1844 without batteries

HOW TO PLAY Moving blip light (tennis ball) bounces continuously across court. Two front dials control "racquets" in back court to return shots. The first to reach 11 wins. Automatic scoring shows running tally, flag indicates winner and game end
WHAT YOU GET Styrene case, plastic simulated TV screen 17x13x13 in. high
FOR AGES 6 years and up.
ORDERING INFO Requires 3 "D" batteries, order 2 pkgs. below Shpg. wt. 8 lbs.
79 N 65108C $18.44

Alkaline 'D' Batteries
Pkg. of two. Wt. 11 oz.
49 N 46996 . . . . . Pkg $1.69



Slam Dunk™

$1287 without batteries

HOW TO PLAY Slam the lever on the side of the console and dunk the lighted ball into your opponent's basket. When the ball zooms back hit your lever the same lever you shoot with also can block. Each basket you make is scored automatically
WHAT YOU GET Plastic case 16¼x13½x10¾ in.
FOR AGES 6 to adult.
ORDERING INFO Uses 2 "AA" batteries, order pkg. below Wt. 3 lbs. 7 oz.
49 N 65339 . . . . . $12.87

"AA" Batts. Pkg. of 4.
49 N 46991 Wt. 4 oz. 98c

(1) Professional Rod-Hockey Game

Take a long slap shot but have your goalie ready for quick return.
HOW TO PLAY Gear driven players skate check, pass, shoot and score operate them by pulling, pushing and twirling rods at your end of the rink. Delayed-action overhead puck dropper keeps the game fair. Fast action roller bearing puck zooms across "ice"
WHAT YOU GET Hardboard, plastic and metal. Rink measures 35½x15¾ in. wide. 12 polypropylene players, 2 ball-bearing pucks.
FOR AGES 6 years and up.
ORDERING INFORMATION Partly assembled, instructions included. Shipping weight 9 pounds
It mailed takes 15-pound rate; see page 276.
79 N 65533. . . . . $15.44

Extra Players. Ten (60 players) teams per set. Polypropylene.
West Division (including Canada).
49 N 65801—Wt. 12 oz. . . .Set $3.99
East Division (including Russia).
49 N 65802—Wt. 12 oz. . .Set $3.99

(2) Big Bat Baseball™

Real ballpark action, pinball style with hits, runs, balls, strikes, outs.
HOW TO PLAY Pull back on spring action bat to place ball at home plate, let bat go, ball is flung into field. Ball rings as runs score on automatic scoreboard.
WHAT YOU GET Plastic field 6x12x22½ in. high. 12 steel balls.
FOR AGES 8 years and up.
ORDERING INFO Partially assembled, instructions included.
79 N 6552C —Wt. 5 lbs. $11.94

(3) Hit 'n Run Pinball

More than just a pinball game . . . infield really moves, players "run".
HOW TO PLAY Place man at home, pull spring loaded shooter to hit ball. Swing can be ball out, strike, hit. Mechanism selects, at random number of bases hit, rotates infield accordingly. When man reaches home plate, projecting arm sweeps him into dugout . . . count players in dugout to determine score
WHAT YOU GET Plastic playing field, 23x12⅝x6½ in. high. 8 marbles, 18 baseball players. Score pad.
FOR AGES 7 years and up.
ORDERING INFO Partly assembled.
79 N 65271C—Wt. 4 lbs. . . $12.87

(4) NFL Strategy

Plan plays with real NFL playbook
HOW TO PLAY Select from 34 offensive and 12 defensive alignments. Timer lets you play against the clock. Probability selector gives statistical results.
WHAT YOU GET Plastic frame measures 13¾x8¾ inches.
FOR AGES 14 years and up.
ORDERING INFORMATION
49 N 6526— Wt. 3 lbs. 8 oz. $12.44

(5) Electro Bowl Game

Real bowling alley action.
HOW TO PLAY Aim bowler gun, squeeze trigger . . . ball rolls to knock down pins. Turn dial to reset. Scoreboard lights like a real alley
WHAT YOU GET Metal, plastic alley, 35½x18⅛x16½ in. high. Steel ball.
FOR AGES 6 years and up.
ORDERING INFO Partly assembled; instructions incl. Uses 4 "D" batteries, order 2 pkgs. 49 N 46996 at left. If mailed takes 15 lb. rate; see page 276.
79 N 65104L—Shpg. wt. 7 lbs. . . $15.44

Fund and—when he was not travelling—did his work at home. Mrs. Melish grew up in Cincinnati, is a graduate of Wellesley, and was the director of the youth center for twenty-five years. She is a short, somewhat plump woman in her sixties, with a rosy complexion, a friendly smile, and a serene expression. She is also coolly and incisively articulate—a tough opponent, one would guess, on any issue she defends. In her brownstone, on Dean Street, one Sunday morning some time ago, she delivered an indictment of Boerum Hill renovators such as is seldom heard elsewhere in the community, except among the low-income population.

"I think everyone would agree that the preservation of the houses in Boerum Hill and the refurbishing of the neighborhood have been good things," Mrs. Melish said. "The neighborhood has become very attractive, and everybody is a part of that. But the attitude of some of the renovators toward the poorer people—those who still live in the run-down apartments or over storefronts—is very negative. The renovators are resented by these people, who feel that the community belongs to them as much as it belongs to the newcomers. They don't like being looked down upon, they don't like being excluded, and they don't like being pushed out. Many of the young people who have come into the community have found much satisfaction in being neighbors with the people who were living here before. They are the ones who are more fascinated by people than by houses. I myself—I like houses and good architecture, but I believe that houses are things to be used. They are not museums. And it seems to me that to a lot of the renovators houses come first and people come later. I identify with all the different ethnic and economic groups in Boerum Hill as well as with those renovators who are interested in living together with them and sharing their lives. But I have no sympathy with people who want to come here and keep it a strictly middle-class neighborhood. I think there's so much richness in our variety, so much we can learn from one another. I'm not saying there's anything undesirable about a renovation movement. But I think a renovation movement can beautify a neighborhood and still not succeed in beautifying the spirit of a neighborhood. That has happened in a lot of other places, especially some near here. And I would not like to see that happen in Boerum Hill. It is one

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If you are cat people, oh how you will love these fine figures There's one the very image of the one that's on your lap, in your bed, on the bed of a bed fellow who loves cats. Send $1 for 32-page full color catalogue and more than 140 handmade, handpainted pieces that make up a particularly popular part of this renowned collection

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Ironstone Dinnerware

Royal China Ironstone Dinnerware is accented with today's fashion colors. This dinnerware is versatile. Use it for formal dinner parties or everyday service. Crafted by American artisans with patterns under glaze. Ovenproof, dishwasher-safe and detergent proof.

(A) 45-Piece "Jubilee" Ironstone. Yellow floral/leaf pattern on white with lacy border effect. Solid yellow accessories. Service for 8. 36 lbs.
4542727HRC3397..... $47.50†

(B) 45-Piece "Nutmeg" Ironstone. Mellow brown on soft white, lacy border effect. Solid Java brown accessories for a complimentary effect. Service for 8. 36 lbs.
4542728HRC3397..... $47.50†

(C) 45-Piece "Casablanca" Dinnerware. Cheerful patterns in pineapple color on white background. Solid pineapple accessories. Service for 8. 36 lbs.
4542701-HRC3397..... $47.50†

(D) 45-Piece "Casa Del Sol" Stoneware. Ancient Aztec style with geometric floral center. Brown on cream. Solid brown accessories. Service for 8. 36 lbs.
4542704HRC3397..... $47.50†

45-Piece Service for 8. Consists of 8 dinner plates, 8 salad/bread plates, 8 soup/cereal bowls, 8 cups, 8 saucers, covered sugar bowl, creamer, vegetable bowl and serving platter.

Meakin Dinnerware is genuine Staffordshire English ironstone. It is handcrafted by skilled artisans. This ironstone is beautiful and practical ... goes directly from oven to the loveliest table setting. Each piece is safely protected under glaze and is dishwasher safe and chip-resistant.

(E) 45-Piece "American Legend" Ironstone. Eight scenes depict great events in American history. Brown tones on white background. Service for 8. 35 lbs.
62145MEA5697 ..... $89.95

(F) 45-Piece "Avondale Green" Ironstone. This pattern is reminiscent of an old English garden. Dainty flowers and scrolls in olive green. Service for 8. 35 lbs.
22145MEA5697 ..... $89.95

(G) 45-Piece Heirloom White Ironstone. Pure white, unembellished except for the distinctive baroque shape. Simplicity elegantly stated. Service for 8. 35 lbs.
15145MEA5297 ..... $74.95

(H) 45-Piece Nordic Blue Ironstone. Famous East European "Blue Onion" Meissen design. Delicate banding and fluted rim. Blue tones on white background. Service for 8. 32 lbs.
12145MEA5697 ..... $89.95

45-Piece Service for 8. Set consists of 8 dinner plates, 8 salad/bread plates, 8 soup/cereal bowls, 8 cups, 8 saucers, sugar bowl with lid, creamer, vegetable bowl and serving platter.

Items on this page cannot be shipped parcel post. Must be shipped by truck.

Please see front of catalog for an explanation of list - reference prices (†), and manufacturers' warranties

SESAME STREET

PLUSH PALS

"Hi, I'm Big Bird"

(1) Snuffleupagus® $7.97

(3 thru 5) TALKERS $9.97

"I love trash"

"Monster loves cookies"

"G is for Grover"

Sesame Street™ Car and 7-inch Bert® n Ernie® $7.97 set

(1 thru 5) Plush Pals
CONSTRUCTION Plush acrylic pile. Safety locked-in plastic eyes. (2 thru 5) come in talking models with pull strings. Pals (3 thru 5) say 6 phrases; (2) says 4 phrases.
FOR AGES: 3 years and up.
ORDERING INFORMATION

(1) Non-talking Snuffleupagus® 14 in. tall. Brown.
49 N 40654—Shipping weight 1 pound $7.97

(2) Talking Big Bird®. 21 in. tall. Yellow.
49 N 40709—Shipping weight 2 pounds 4 ounces $10.33

(3) Talking Cookie Monster®. 13 in. tall. Blue.
49 N 40767—Shipping weight 1 pound 4 ounces $9.97

Non-talking Cookie Monster®. 14 in. tall. Blue.
49 N 40762—Shipping weight 12 ounces $6.98

(4) Talking Oscar the Grouch®. 14½ in. tall. Green.
49 N 40768—Shipping weight 10 ounces $9.97

Non-talking Oscar the Grouch® 16 in. tall. Green.
49 N 40764—Shipping weight 10 ounces $6.98

(5) Talking Grover® *Sold only at Sears.* 15 in. Blue.
49 N 40853—Shipping weight 9 ounces $9.97

(6) Sesame Street™ Car with Bert® 'n Ernie®
CONSTRUCTION Stuffed cloth car 12x8x6 in. high. 7-in. stuffed Bert, Ernie. Plastic wheels, steering wheel, horn.
FOR AGES 2 to 8 years.
ORDERING INFORMATION
49 N 34096—Shipping weight 1 pound 11 ounces $7.97

STUFFED PALS $3.94 each

15½-inch Bert®

14-inch Ernie®

(7 and 8) Stuffed Pals Each has stuffed cloth body. Wears top and pants. Acrylic hair and felt eyes.
FOR AGES 2 to 5 years.
ORDERING INFORMATION
(7) 49 N 34096—Bert®. 15½ in. tall. Wt. 6 oz. $3.94
(8) 49 N 34097—Ernie®. 14 in. tall. Wt. 6 oz. 3.94

Combination AM Radio and Night Light $12.97

(9) Combination AM Radio and Night Light
CONSTRUCTION *Radio:* select stations on AM 540-1600 band. Large easy-to-read number. 2½-in. speaker. On-off switch, volume control. Plastic case, 5x5x9¾ in. tall. *Street pole night light:* on-off switch, dimmer control. Hong Kong.
ELECTRICAL INFORMATION Use with the UL listed adapter included . . . has 5-ft. cord, draws 3 w, 110–120-v., 60 Hz. AC. Includes two 6-watt bulbs for night light.
FOR AGES 4 and up. Not recommended for under 3.
ORDERING INFORMATION
49 N 52163—Shipping weight 2 pounds 3 ounces $12.97

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20-inch Pink Panther® $10.24

12-inch Tasmanian Devil® $8.24

28-inch Wile-E-Coyote® $11.44

22-inch Bugs Bunny® $9.97

Your favorite
CARTOON CHARACTERS
are now lovable PLUSH TOYS

(10 thru 13) Plush Cartoon Characters
CONSTRUCTION Luxurious Creslan® acrylic pile. Felt eyes.
FOR AGES 3 years and up
ORDERING INFORMATION

(10) Pink Panther® 20 in. tall. Pink plush pile.
49 N 40984—Shipping weight 1 pound 3 ounces $10.24
United Artists Corp. Mirisch-Geoffrey DF 1964

(11) Tasmanian Devil® 12 inches tall. Black and gray.
49 N 4098—Shipping weight 1 pound $8.24

(12) Wile-E-Coyote® 28 in. tall. Gray and off-white.
79 N 40968C—Shipping weight 2 pounds $11.44

(13) Bugs Bunny® 22 in. tall. Gray and white pile.
49 N 40962—Shipping weight 1 lb. 8 oz. $9.97
(11 thru 13) Warner Bros. Char. ® 1971 Warner Bros. Inc.

Height 6¾" • Send $3.00 for full-color 1977 Christmas Catalogue of Gifts

MOONLIGHT CAT
NOW ON VIEW IN THE NEW STEUBEN GALLERY

You are invited to see Steuben's new and very red Gallery.

It was designed by Bernard X. Wolff and is now open to the public.

On view are major works in Steuben crystal. Many are new. Many have become Steuben favorites. All make very special Christmas presents.

Moonlight Cat, composed of two engraved crystal blocks on an illuminated, leather-covered base, was designed by David Dowler. An edition of twenty.

STEUBEN GLASS

A PART OF CORNING GLASS WORKS SINCE 1918

FIFTH AVENUE AT 56th STREET, NEW YORK, N.Y. 10022 • (212) 752-1441

Many aspire to owning an S.T. Dupont lighter. Few know how to use one properly.

As a weapon

An S.T. Dupont lighter can be a psychological club.

So, like other things powerful, it must be used sparingly. It should neither be flashed nor waved about. A glimpse of an S.T. Dupont lighter can upend an opponent.

As visual musk

An S.T. Dupont lighter is a symbol of your ability to get what you want. And power is, baldly stated, an aphrodisiac. There are, of course, other important qualities one should have. But an S.T. Dupont lighter isn't bad for openers.

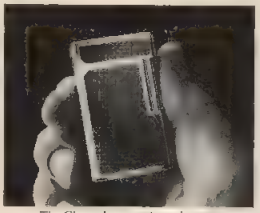
As a door opener

When you have a lighter from S.T. Dupont, the door to a small club is open. It's a club that anyone can buy their way into, of course, but few people have taste enough to do it.

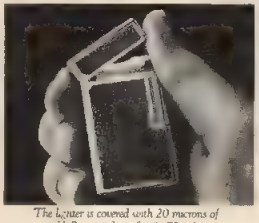
An S.T. Dupont lighter is a door closer as well. If a person must ask you if your lighter is made by S.T. Dupont..."there are so many copies"...your door can swing gently shut.

As balm

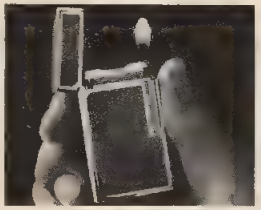
On days when life is too much with you, there is a certain amount of pleasure in simply touching your S.T. Dupont lighter and knowing that there are very few things of consequence in the world ...and you own one of them.

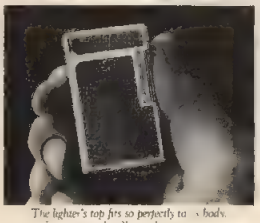


This Chinese lacquer lighter takes [illegible] months to produce.



The lighter is covered with 20 microns of gold. Suggested retail is $275, other lighters range from $100 to $3,000.





The lighter's top fits so perfectly to [illegible] body, that you can hardly see the separation.

As a gift

An S.T. Dupont lighter has a curious effect, when given. It works. It brings people to whom you want to be close... close. And it will permanently affix to your heart people to whom you are already close.

To give one, without owning one yourself, may indeed be the greatest gift of all.

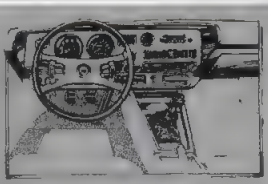
As an appliance

During World War II, certain members of British royalty preferred that the people with them carry S.T. Dupont lighters. Not just to light cigars and cigarettes, but as an indefatigable source of light during blackouts.

An S.T. Dupont lighter does a fine job of producing fire. So does a book of matches. For this reason, it may be judged an extravagance. But it is an extravagance that apparently defies reason. Think about it. And as you do, you'll realize that you desire this extravagance more than any lighter in the world.

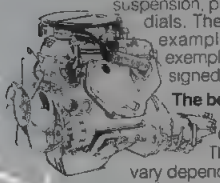
S.T. Dupont
PARIS

S.T. Dupont lighters and pens may be purchased at Gold[illegible], New York; Shreve, Crump & Low, Boston; C.D. Peacock, Chicago; Jewels by Edgar, Los Angeles; Charles Ernst, Washington, D.C. For a list of [illegible] S.T. Dupont products in [illegible] and a full-color brochure, write to S.T. Dupont Inc. Dept. NS 35 Cambridge Parkway, Cambridge, MA 02142



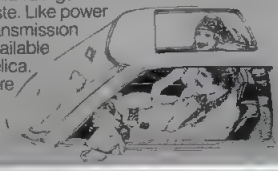
The new Toyota Celica It's here now. A car which meets or exceeds all 1980 Federal fuel economy and safety standards. The latest in Toyota engineering advancements and wind tunnel refinements have produced an aerodynamic work of art. The Celica GT Liftback (pictured), GT and ST Sport Coupes

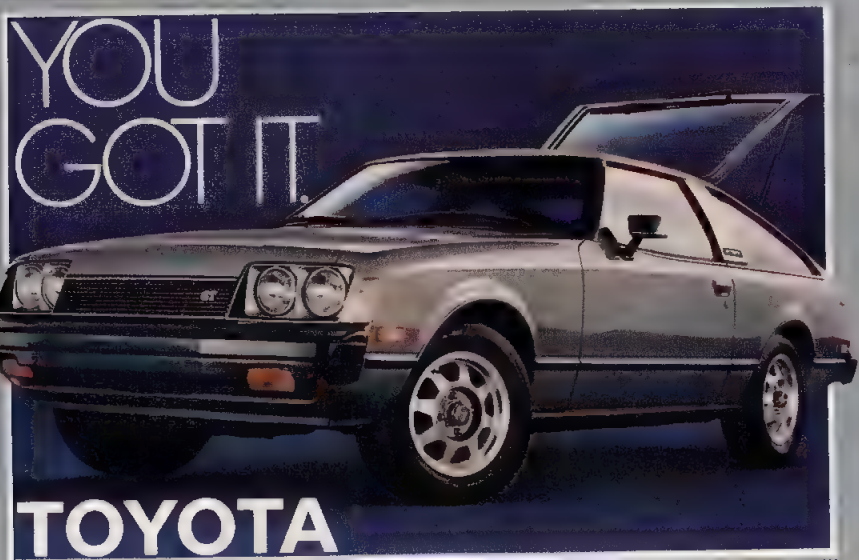
A beautiful car and a fine machine. The GT Liftback aerodynamics have contributed to increased interior room (4" at shoulders), stability, acceleration and efficiency. The handling formula includes MacPherson strut front suspension, power assisted front disc brakes, and steel belted radials. The Celica's cockpit instrumentation is a beautiful example of functional engineering. And comfort is exemplified by the reclining bucket seats with newly designed adjustable driver's seat lumbar support.



THE 1980's CELICA

The beauty is value. The 1978 Celica GT Liftback delivers Toyota dependability and economy. In EPA tests the Celica GT Liftback was rated at 34 highway, 20 city. These EPA ratings are estimates. Your mileage will vary depending on your driving habits and your car's condition and equipment. California ratings will be lower. GT Liftback options are for personal taste. Like power steering, automatic transmission or the new sun roof (available Jan. 1978). The 1978 Celica. The car of the 80's here today.





Fun Time Oven with Pillsbury Cake Mixes

SOLD ONLY AT SEARS $12.66

Young cooks will love preparing and serving their own delicious desserts made in their very own FUN TIME OVEN.

HOW IT WORKS. Just choose a mix, add water and place in pan. Slide pan into chamber using special paddle included. When cake is done in about 20 minutes, slide pan out using paddle again — little hands never need to touch the pan. Oven frame stays cool to touch.

DIMENSIONS. CONSTRUCTION. Blue and white polypropylene, 15½"W x 7½"D x 13¾"H inch high oven. Has baking chamber, cooling chamber, handy counter space in wood-grained look and 4 make-believe stove burners. Front panel has 5 knobs — 4 for make-believe and one for operating oven.

ELECTRICAL INFORMATION. Heats with only one 100-watt bulb (not included). UL listed for 110-120-volt, 60-cycle AC. Not recommended for ages under 8.

ACCESSORIES INCLUDE. Wooden pan paddle, 2 assorted Pillsbury cake mixes, Pillsbury frosting mix, 2 circular 1⅜-inch diameter aluminum cake pans and 1 heart-shaped aluminum pan. Instruction cookbook included. Cake plates not included.

FOR AGES. 8 years and up.

ORDERING INFORMATION.
49 N 1125—Shipping weight 4 pounds — Set $12.66

Pillsbury Cake and Cookie Decorating Sets

(1) Deluxe 38-pc. Cake Decorating Set

38-PIECE SET INCLUDES. 5 assorted 1⅛-oz. Pillsbury cake mixes, 5 assorted 1¼-oz. Pillsbury frosting mixes, 2 aluminum circular 3¾-in.-diam. cake pans, 2 heart-shaped aluminum pans, two 4-pc. cake tier sets, plastic mixing bowl, 1 spoon-spatula, 4 animal sugar molds, 1 cake decorator with 2 tips. Blue and white gingham plastic Poppin' Fresh apron. Instruction booklet included.

FOR AGES. 6 to 12 years.

ORDERING INFORMATION.
Shipping weight 3 lbs. 4 oz.
49 N 11254 . . Set $9.99

(2) Basic 16-pc. Cake Decorating Set

Learn to bake and decorate your own cakes.

16-PIECE SET INCLUDES. 3 assorted 1⅛ oz. Pillsbury cake mixes, three 1¾ oz. frosting mixes, two aluminum circular cake pans, plastic elephant and lion sugar molds, mixing bowl, spoon-spatula, 1 cake decorator with two exchangeable tips and a pretty blue and white gingham plastic apron to keep clothes clean. Instruction booklet included.

FOR AGES. 6 to 12 years.

ORDERING INFORMATION.
Shipping weight 1 lb. 8 oz.
49 N 11253 . . . .Set $4.99

(3) Winnie-the-Pooh Party Cake Set

19 PIECE SET INCLUDES. One 5⅛ oz. Pillsbury cake mix, four 2-oz. pre-colored Pillsbury frosting mixes, 8½-in. gold-color aluminum cake pan, mixing bowl (not shown), icing spoon applicator, cake decorator with 2 tips. Four decorated Winnie-the-Pooh party plates, 4 cups and party booklet included.

FOR AGES. 6 to 12 years.

ORDERING INFORMATION.
Shpg. wt. 2 lbs. 12 oz.
49 N 11258 . . . .Set $6.99

Winnie-the-Pooh Refill Set
1 cake mix, 4 frosting mixes.
Shpg. wt. 1 lb. 4 oz.
49 N 11257 . . . Set $2.99

(4) Holly Hobbie® Home-baked Cookie Set

Bake, decorate and eat your own assorted sugar cookies.

19-PIECE SET INCLUDES. Four Pillsbury sugar cookie mixes, wood rolling pin, 7 plastic cookie cutters including Holly Hobbie, 5 tubes of assorted Pillsbury decorating icing, Holly Hobbie spoon, mixing bowl (not shown) and 20-page Home-Baked Cookie instruction book.

FOR AGES. 6 to 12 years.

ORDERING INFORMATION.
Shipping weight 2 lbs. 5 oz.
49 N 11258 . . . .Set $6.97

©American Greetings Corp.

Red, White and Racy Blue AMERICAN WHEELS

(1 and 2) Foot pedal control . . cruise up to 2 M.P.H. Ride 7 hours on one charge of rechargeable 6-v. battery (not incl., order separately at right).
ELECTR CAL INFO Battery recharger included . UL listed: 110-120-volt, 60-Hertz AC, 8 watts. 6-foot cord.
FOR AGES 3 to 5 years.

(1) Patriot Chopper.
CONSTRUCTION Zinc-plated tubular steel frame, hi-rise handlebars with vinyl grips, roll bar, Steel axle. Plastic hi-back seat (height of 15½ in.), fenders, simulated engine. Plastic tires . . 10-in. front; 9-in. "mag"-type rear. 36½x16x21 in. high.
ORDERING INFO Partly assembled. Instructions included. See "N" suffix note on page 276.
79 N 88521N—Shpg. wt. 19 lbs. **$48.99**

(2) Freedom Rider.
CONSTRUCTION Polypropylene body. All-steel frame, axles, steering mechanism. Padded seat and backrest . . seat height 9½ in. Plastic wheels (6-in. diam.), steering wheel. 32x17¾x16 inches high.
ORDERING INFO Partly assembled. Instructions. If mailed takes 15-lb. rate, see pg. 276.
79 N 88518L—Shpg. wt. 12 lbs. **$44.99**

6-volt Rechargeable Battery (Not shown.) Fits all Sears, Eldon, Pines rechargeable vehicles.
49 N 88523—Shpg. wt. 3 lbs. 14 oz. **$9.89**

(3) Hot Seat Rear pedal drive for traction.
CONSTRUCTION Tubular steel frame. Contoured molded plastic seat . . height 10 in. Steel axles, pedal rods. Rods adjust to 3 positions. Chrome-plated twin strut handlebars. 12-in. semi pneumatic rubber front tire. "Mag" type molded plastic rear wheels. Plastic pedals. Red vinyl handlebar grips. 46½x22½x24½ inches high.
FOR AGES 3 to 7 years.
ORDERING INFO Unassembled. Instructions.
79 N 88051L—Shpg. wt. 26 lbs. **$32.99**

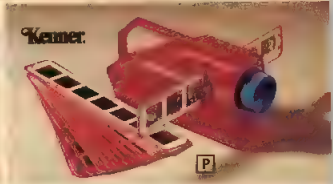
(4) Trail Cycle.
CONSTRUCTION Tubular steel frame. Steel axles. Chrome-plated hi-rise handlebars, front fork. Adjustable plastic seat . . height 7½ in. 13-in. semi-pneumatic knobby tread rubber front tire . . molded plastic rear wheels. Vinyl pedals, handlebar grips. 34x20½x22½ inches high.
FOR AGES 4 to 7 years.
ORDERING INFO Partly assembled. Instructions.
79 N 88037C—Shpg. wt. 19 lbs. **$23.99**

(5) Roaring Chopper
CONSTRUCTION Molded plastic body. Steel axles. Plastic wheels, pedals. Motorcycle style seat . . . height 11½ in. Twist right handlebar for activating motorcycle revving noise. 30x10x18 in. high.
FOR AGES 1½ to 4 years.
ORDERING INFO Partly assembled. Instructions.
79 N 88026C—Shpg. wt. 9 lbs. **$15.49**

(6) Stop 'n Go Signal. Teaches good traffic habits. Bell rings as top is turned to show red or green signal. With traffic tickets and whistle.
CONSTRUCTION Plastic base and top. Chrome-plated metal pole . . 29 inches high.
FOR AGES. ORDERING INFO For ages 3 to 8
49 N 88502—Shpg. wt. 1 lb. 8 oz. **$4.49**

(7) Gas Pump. Bell, crank, 18-inch "gas" hose, 12-inch "air" hose with pressure indicator
CONSTRUCTION Plastic . . . 10x4½x16¾ in. high.
FOR AGES. ORDERING INFO For ages 4 to 8.
49 N 88507—Shipping wt. 2 lbs. **$5.88**

Sights and Sounds for the Young



(A) Batman & Robin® Talking Alarm Clock. When alarm goes off, clock says "Jumping Jehoshaphat Batman," etc. 30-hour wind-up clock. Uses "C" battery not included. 2 lbs
8003TJA1497 ..... **$21.95†**

(B) Raggedy Ann & Andy™ Talking Alarm Clock. When alarm goes off characters say "Please get up & start your happy day" and more. 30-hr. wind-up Uses "C" battery 2 lbs.
8001-TJA1497 ..... **$21.95†**

(C) Talking View-Master® Gift Pak. Contains View Master® stereo viewer plus six talking reels, featuring Tom Sawyer, the Peanuts gang, the Star Trek crew and more 2 "C" batteries not incl Ages 4 and up 3 lbs
2275PWY1497 ..... **$18.99†**

(D) "Good Guys" View-Master® Gift Pak. Stereo viewer and 8 reels featuring Superman, Batman and others in 3-D action 2 lbs
2365PWY547 ..... **$6.49†**

(E) Kenner® 6 Million Dollar Man™ Movie Viewer. Just snap in cassette and turn handle to see action movies. Super 8 film never tangles No batteries needed 1 lb
35800-KE697 ..... **$9.95†**

(F) GAF "Charlie Brown" View-Master® Gift Pak. Stereo viewer plus 7 reels featuring the Peanuts gang in full color. 1 lb
2360-PWY497 ..... **$5.99†**

(G) GAF View-Master® Stereo Viewer. Use with standard View Master® stereo reels 1 lb
2015PWY167 ..... **$1.99†**

(H) GAF "Disney Favorites" 7-Reel Pak. For use with View-Master® viewer 1 lb
2729PWY247 ..... **$3.49†**

(J) GAF "Disney Favorites" Gift Pak. Viewer and 7 stereo reels with Mickey Mouse, Donald Duck and other Disney characters. 1 lb
2352PWY497 ..... **$5.99†**

(K) Vanity Fair 2-Speed Phonograph Plays 45 and 33-1/3 rpm records—all sizes, mono or stereo Permanent sapphire needle, top speaker Solid state. Denim case. 6 lbs
102TVF1997 ..... **$29.95**

(L) Kenner® Close 'n Play® Phonograph. Close it to play, open to stop Needle sets automatically. See-thru window lets kids see record (included) as it plays. Uses 2 "D" batteries (not included) 3 lbs.
0867KE957 ..... **$13.95†**

(M) Raggedy Ann Nite-Timer™ Automatic—pick it up and eyes open, light goes on, put down and eyes close, light turns off Can be time-delayed. 2 "D" batteries (not incl.) 1 lb
7051-TJA497 ..... **$6.95†**

(N) TransWRISTor Radio™. Space-age-look AM radio can be worn on any size wrist Power Pak buckle Needs "AA" battery 1 lb
1051-TJA797 ..... **$10.95†**

(P) Kenner® Give-A-Show® Projector. Turn it on and pull slides through, projects up to 8'x8' picture on wall or ceiling With 112 color slides of Land of the Lost and other programs. Needs 3 "D" batteries 2 lbs
36300-KE567 ..... **$7.95†**

(R) Mickey Mouse Sing-A-Long. AM radio with PA mike for singing along—amplifies voice over the broadcast 1 lb
459TCB1497 ..... **$22.95†**

(S) Mickey Mouse AM Radio. With strap, earphone Needs 9V battery (not incl.). 1 lb
179TCB797 ..... **$10.95†**

(T) Bert & Ernie AM Radio Soft vinyl Sesame Street™ characters Needs 9V battery 2 lbs
4402TCB897 ..... **$13.95†**

TOYS THAT TAKE YOU TO OTHER WORLDS FOR ADVENTURE

Telescreen Console
1 $14.99 without batteries, figure

The Starship Enterprise $13.87 without figures

(1) Telescreen Console
"Shoot" alien craft as they appear on film strip monitor. "Hit" registers with "beep" sound and red light when control arm aims phaser right over target.
YOU GET Plastic 14½x9½x10¼-in. high console.
FOR AGES 3 years and up. See Note below, right.
ORDERING INFORMATION Requires 4 "D" batteries, not included, order 2 pkgs. below. Figure not incl.
49 N 59188—Shipping weight 4 lbs. 8 oz. . . $14.99
Alkaline "D" Batteries. Package of 2.
49 N 46896—Shipping weight 11 oz . . Pkg. $1.69

(2) Starship Enterprise
"Fly" this replica of flight deck, including sick bay, captain's chair and computer console. Transporter room "beams down" heroes when you spin dial and push buttons. Telescreen has six interchangeable action scenes.
WHAT YOU GET Vinyl-covered hardboard case that folds out to form layout 16½x10¾x10¾ in. high.
FOR AGES 3 years and up. See Note below.
ORDERING INFORMATION Figures not included.
Shipping weight 4 pounds.
79 N 59182C $13.87

(3 thru 8) Star Trek Heroes
WHAT YOU GET 8-in. tall, jointed plastic figures. Complete with removable uniforms, accessories.
FOR AGES 3 years and up. See Note below.
ORDERING INFORMATION
(3) 49 N 59176–Capt. Kirk. Wt. 4 oz. . . $2.77
(4) 49 N 59177–Mr. Spock. Wt. 4 oz. . 2.77
(5) 49 N 59185–Lt. Uhura. Wt. 4 oz. . . 2.77
(6) 49 N 59178–Klingon Cmdr. Wt. 4 oz. 2.77
(7) 49 N 59184–Dr. McCoy Wt. 4 oz. . . . 2.77
(8) 49 N 59178–Scotty Shpg. wt. 4 oz. . . 2.77

Defend the universe from alien attacks with 50-piece Beyond Tomorrow Lunar Space Station $9.99

WHAT YOU GET
4 space pods
4 clear domes
2 towers
2 air cars
2 space scooters
1 XL5 scooter
1 XL5 space car
1 prime mover with 3-stage rocket launcher
1 undependent rocket launcher with missile
1 rocket trailer
1 rocket, tractor
1 round control station
2 domed refineries
3 hand-painted alien figures
24 space figures

CONSTRUCTION
Plastic. Figures 2 to 3 inches tall.
AGES 5 years and up. See Note at right.
ORDERING INFO
Shpg. wt. 2 lbs.
49 N 59885 $9.99

Explore unknown galaxies with Space: 1999 Eagle, characters $14.94

Help command this scale replica of the Eagle spaceship used on TV. Cmdr. Koenig pilots the ship while Dr. Russell and Prof. Bergman study the situation in the control center.
WHAT YOU GET Spaceship, 3 articulated figures, 2 chairs, crane, weapons rack, 4 stun guns, laser rifle, detachable cockpit and rear quellar engine forms "Scout" ship. All pieces durable polystyrene. Eagle spaceship, 31½ inches long. Figures are 3 inches high.
FOR AGES 4 to 12 years. See Note below.
ORDERING INFORMATION
79 N 59879C—Shipping weight 4 pounds $14.94

NOTE: Items on this page not recommended for ages under 3, due to small parts.

(Shown on opposite page)

Battle prehistoric monsters with One Million B.C. Play Set

$17.99 set

Stage fights between giant reptiles that once ruled the earth. You assemble huge mountain with actual cave openings and hidden crevices. Rock formation and crude man-made suspension bridge connect two halves of dwelling.

WHAT YOU GET 12 cavemen, 1½ to 2½ inches high, 29 different animals and prehistoric monsters, 3 to 6 inches high. Giant cave dwelling measures 18x21x19 inches high, assembled. 2 palm trees, bridge. Plastic.

FOR AGES 4 to 10 years.
See Note below.
ORDERING INFO Partially assembled, instructions included.
Shipping weight 6 pounds.
79 N 59842C .....Set $17.99

Fight to set the Colonies free with Men of '76 Play Set

$9.99 set

Reenact our nation's struggle for independence with this realistic miniature scene. British soldiers occupy Fort Liberty; it's up to you to rally support from the Colonists and overthrow tyranny. Learn about actual battles and heroes with 16-page full-color booklet "Men of '76" included.

WHAT YOU GET Fort Liberty with movable front gate and jailhouse door, measures 18x21x6 inches high, assembled. 15 figures, 2½ in. tall, on stands with changeable accessories like hats and muskets. Two cannons. Two commanders on horseback. Two flags . . . one British, one Colonial. Plastic. 16-page booklet.

FOR AGES 3 years and up.
See Note below.
ORDERING INFO Unassembled, instructions incl. Wt. 3 lbs. 8 oz.
49 N 59989 ..... Set $9.99

Maneuver troops in fight for the West with Fort Apache Play Set

$10.95 set

Soldiers and warriors grow weary as the sun beats down . . . yet the battle roars on. Scale adders to lookout post, or keep a keen eye from windows when acting as soldiers. Help Indians sneak silently into close range for hand-to-hand combat.

WHAT YOU GET 28x18x9 in. high fort, assembled; blockhouse, gate, flag, well, wood pile, stump with axe, anvil, butter churn, 2 powder kegs, fireplace, 1 cannon; 16 cavalry figures and 15 Indians, 2½ to 3 in. high; 4 horses with riders, 5 ladders, 1 tepee, totem pole, 2-corner fence.

FOR AGES 4 to 10 years.
See Note below.
ORDERING INFO Partially assembled, instr. incl. Wt. 5 lbs.
79 N 59841C ... Set $10.95

NOTE Due to small parts, items on this page not recommended for children under 3 years.

BATMAN

Wish Book VALUE **Save $3** Batcave was $15.97 **$12.97** without batteries

Join the caped crusader and his friends in their battle with criminal types.

(1) The Batcave. *Reduced from our 1975 Christmas Book.* Signal for Batman with Batsignal that really lights up atop this portable folding batcave. Hidden garage entrance for Batmobile and Batcycle. Slide down Batpole to Batcomputor.

WHAT YOU GET Vinyl-covered cardboard cave, 22x14x10 inches high.

FOR AGES 3 years and up.
See Note at left, below.
ORDERING INFO Figures and vehicles not included, order below. Requires 2 "C" batteries, order package below.
79 N 59151C—Wt. 4 lbs. . . .Now *$12.97*

Alkaline "C" Batteries. Package of 2.
49 N 46997—Wt. 5 oz. . . .Pkg. $1.39

(2 thru 7) Heroes and Villains

WHAT YOU GET Plastic, fully jointed, 8-in. tall figures. Comic book costumes.

FOR AGES 3 years and up
See Note at left, below.
ORDERING INFORMATION

(2) Batman . . . the caped crusader
49 N 59213—Shpg. wt. 4 oz. $2.84
(3) Robin . . . boy wonder companion
49 N 59214—Shpg. wt. 4 oz. $2.84
(4) Superman . . . faster than a bullet
49 N 59181—Shpg. wt. 4 oz. $2.84
(5) Spiderman . . . scales sheer cliffs.
49 N 59175—Shpg. wt. 4 oz. $2.84
(6) Joker . . . tiresome trickster.
49 N 59218—Shpg. wt. 4 oz. $2.84
(7) Penguin . . . waddling wicked villain.
49 N 59217—Shpg. wt. 4 oz. $2.84

(8 and 9) Bat Vehicles with movable wheels. For use with figures sold above.

WHAT YOU GET Polystyrene. Seat two figures (not incl.). (8) Batmobile, 13x6x4 in. high. (9) Batcycle, 12x5x5 in. high.

FOR AGES 3 years and up.
See Note at left, below.
ORDERING INFORMATION

(8) Batmobile . . . bat-wing design.
49 N 59152—Shpg. wt. 13 oz. . . . $5.84
(9) Batcycle . . . with side car.
49 N 59157—Shpg. wt. 13 oz. . . . $5.84

Figures (2 thru 7) **$2.84** each

Batmobile (8) and Batcycle (9) **$5.64** each

McDonald's® Playland

$20.97 without figures

Welcome to McDonaldland® Climb aboard the McDonaldland® Express and chug across hamburger lane, past the Apple Pie Tree® with swing and stop for a treat at McDonald's®

(10) McDonald's® Playland. Plastic.

WHAT YOU GET Vinyl play surface, 28½x30 in. wide with an 11 in. backdrop scene. Plastic 3-piece wind-up train set has locomotive, passenger and Hamburglar® caddy wagon cars. Holds 4 characters (sold below). Plastic 8-pc. snap-together track is 73½ in. long, with stop 'n go switch. Special McDonald's® Letterhead™ stationery included. Accessories: stilts for Ronald McDonald®, table and bench, serving tray with hamburger and drink, 11-in. Apple Pie Tree® with swing, and Golden Arches Bridge to cross Filet-o-Fish™ Lake.

FOR AGES 3 to 8 years. See Note at left, below
ORDERING INFO Figures not included, order below.
79 N 59772C—Shipping weight 6 pounds . . . $20.97

(11 thru 18) McDonaldland® Characters

CONSTRUCTION Fully-jointed plastic figures have movable head, arms and legs. From 6½ to 8 in. tall. Special finger control in middle of back moves head up and down, back and forth. Heads of soft, pliable vinyl.

FOR AGES 3 to 8 years. See Note at left, below
ORDERING INFORMATION

(11) 49 N 59768 Professor™ Wt. 6 oz. $3.84
(12) **Mayor McCheese®**
49 N 59771—Shipping weight 6 ounces. . . 3.84
(13) 49 N 59754—Big Mac™, Wt. 6 oz. 3.84
(14) 49 N 59757—Hamburglar® Wt. 5 oz. . 3.84
(15) **Ronald McDonald®**
49 N 59753—Shipping weight 6 ounces. . 3.84
(16) 49 N 59767—Captain Crook®, Wt. 5 oz. . 3.84
(17) **Grimace™** . . . the huggable shake lover.

CONSTRUCTION Inner body of blown molded plastic. Outer body of styrene plastic pellets covered in polyester plush-like fabric. Plastic eyes, eyebrows and mouth are securely fastened. 6 inches tall.

FOR AGES 3 to 8 years. See Note at left.
ORDERING INFORMATION
49 N 59759—Shipping weight 6 ounces $3.84

Figures (11 thru 17) **$3.84** each

BROWNSTONE STUDIO

PALE AND PRETTY HOLIDAY DRESSING

by Wilroy. A three piece dress in a subtle feather print that ombrés its way from taupe to white. To wear up North now—or to take along on your winter sun vacation. The bandnecked jacket fastens from bosom to hem with 11 buttons and loops. Underneath, the blouse is short sleeved and back zipping. You can see how wide the permanently pleated pull-on skirt is. Skinny self sash. Washable polyester jersey. Taupe/beige/white. 6-20. $95.00.

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the Brownstone Boutique
on the 22nd floor at
342 Madison Ave. Dept. 47
New York, N.Y. 10017

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around Los Angeles appear at community dinners and other Dodger-boosting functions during the off-season.) Steve Garvey, asked by a reporter what he thought about the Yankee Stadium fans, paused for a moment and then said, "Well, throwing things on the field is not my idea of a well-rounded human being."

I think I prefer the sour Yankee style to the Dodgers' sweetness, since it may bear a closer resemblance to the true state of morale on a professional ball team during the interminable season. It probably doesn't matter much either way. The outcome of this World Series suggests that neither of these contrasting public images had anything to do with what happened on the field. What we can be certain of is that none of this will go away. We live in an unprivate time, and the roar of personality and celebrity has almost drowned out the cheering in the stands. The ironic and most remarkable aspect of Reggie Jackson's feat is that for a moment there, on that littered, brilliant field, he—he, of all people—almost made us forget this. Suddenly he confirmed all our old, secret hopes. He reminded us why we had come there in the first place—for the game and not the news of the game, for the feat and not the feature. What he had done was so difficult and yet was done so well that it was inexplicable. He had become a hero. —ROGER ANGELL

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NORTHFIELD
NOTES . . .

Mr. and Mrs. David Greemore, former residents of San Diego, Calif., are spending two weeks at the homes of their parents, Mr. and Mrs. Aldis Trombley and Mr. and Mrs. Gerald Greemore. Pam and Lori Trombley made the trip across the United States with them, after visiting several weeks in California. Following their visit, the Greemores will be making their home in Washington, D. C.

The simple, honest people are few and far between.—*Northfield (Vt.) News.*

So let us be grateful for Mr. and Mrs. David Greemore; their parents, Mr. and Mrs. Aldis Trombley and Mr. and Mrs. Gerald Greemore; and Pam and Lori Trombley!

•

A BART train bound from Daly City to Fremont uncoupled in transit yesterday, marking the first time such an incident has occurred on the system.

A BART spokesman said the six-car train "sep rated in the middle" a just north of the Bay Fair station in Alameda county at 5:09 p.m.—*San Francisco Chronicle.*

No grand uncoupling, please.

Set a beautiful table for friends with these Dinnerware Sets

(1) 66-pc. China-look Dinnerware Set $5.99 set

66-PIECE SET INCLUDES Beautifully designed and graceful English-style swinging teapot with rich swirl surface design. Cups, plates and saucers with matching swirl design enhanced by formal floral pattern. Service for 6 with 6 each of the following: 4½-in. plates, saucers, cups, goblets, napkins, knives, forks, spoons. One swinging teapot with cover and stand 5½ in. high, sugar bowl with cover and creamer. Decorate the center of your table with center-piece dish and flowers *plus:* 2 candle holders and 2 plastic candles. Decorated tray, vegetable dish with cover, soup dish with cover and napkin holder complete the set. White plastic with violet and pink floral design.

FOR AGES: 3 years and up.

ORDERING INFORMATION
49 N 10073—Shipping weight 1 lb. 8 oz. Set $5.99

(2) 46-pc. Winnie-the-Pooh Tea Set $5.29 set

45-PIECE SET INCLUDES Complete service for 6 with 6 each of the following: decorated mugs, decorated 4½-inch plates, goblets, knives, forks, spoons and napkins. Also includes 1 decorated 5½-inch high teapot with cover and tray. Yellow and white plastic.

FOR AGES: 2 to 10 years.

ORDERING INFORMATION
49 N 10082—Shipping weight 1 lb. 8 oz. . . . . Set $5.29

(3) 50-pc. CORNING WARE® Cook-n-Serve Set $5.55 set

50-PIECE SET INCLUDES Complete 50-pc. plastic replicas of authentically-styled CORNING WARE products. Set of 4 with 4 each of the following: 4½-inch plates, saucers, cups, butter plates, knives, forks and spoons. You also get 2 sauce pans and 2 skillets—all 4 with covers plus 2 serving handles and warming cradle; 6¾-in. high coffee pot with cover and trivet plus creamer, sugar bowl with cover and 5 cooking utensils. White and blue design.

FOR AGES: 3 to 12 years.

ORDERING INFORMATION
49 N 10121—Shipping weight 2 pounds . . . . . Set $5.55

(4) 30-pc Spring Floral Tea Set $3.19 set

30-PIECE SET INCLUDES: Service for 4 with 4 each of the following: goblets, cups, decorated saucers, 4¼-inch cake plates, knives, forks and spoons. 5½-in. high teapot with cover also included. Bright pink plastic pieces with attractive floral design on white plates and saucers.

FOR AGES: 3 to 10 years.

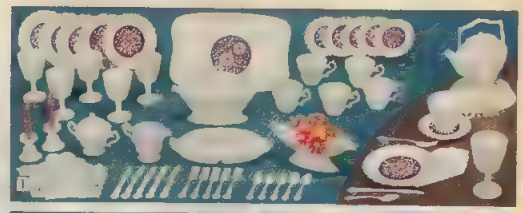
ORDERING INFORMATION
49 N 10084—Shipping weight 14 ounces . . . . . Set $3.19

(5) 38-pc. Sunburst Breakfast Set $4.19 set

38-PIECE SET INCLUDES: Service for 4 with 4 each of the following: cups, decorated square saucers, decorated 3¾-inch square plates, knives, forks and spoons. Breakfast appliances include 3¾-in. high percolator and cover, toaster, electric-style fry pan and cover. 7-piece set of kitchen utensils, sugar bowl and creamer. Yellow plastic with red sunburst design.

FOR AGES: 3 years and up.

ORDERING INFORMATION
49 N 10072—Shipping weight 1 pound. . . . Set $4.19

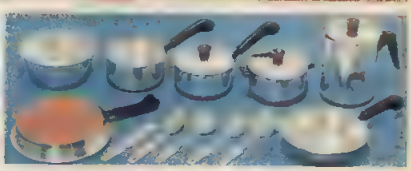


24-piece All-aluminum Baking Set $3.33 set

24-PIECE SET INCLUDES: All-aluminum pans that are rust resistant, washable and non-toxic. You get 1 biscuit, one 5-inch diameter Bundt®, 1 muffin pan, 2 cookie sheets, tubular cake pan, 3 measuring spoons, 3 measuring cups, spatula, scoop, egg whip, mixing bowl, 1 pie pan, 1 covered pie pan, 4 cake pans and 1 loaf pan.

FOR AGES: 3 years and up.

ORDERING INFORMATION
49 N 10143—Shipping weight 14 ounces . . . . . Set $3.33



REVERE WARE® 15-piece Cooking Set $6.24 set

15-PIECE SET INCLUDES: Polished aluminum cooking pans with simulated copper bottoms. 2 sauce pans with one lid, dutch oven with cover, 3⅝-in. high coffee pot with cover, 2 fry pans, mixing bowl and 5 plastic utensils.

FOR AGES: 3 years to 12 years.

ORDERING INFORMATION
49 N 10271—Shipping weight 1 pound 1 ounce . . . . Set $6.24

Help Dorothy and friends find the Wizard of Oz

$2.97 each (2 thru 6)

(1 thru 6) FOR AGES: 4 to 10 years. Not recommended for children under 3, due to small parts.

(1) Witch's Castle and the Wicked Witch of the West . . . help Dorothy and her friends hide and escape.
CONSTRUCTION: Vinyl-covered chipboard castle has 3 rooms and tower. Measures 9¾x18½x20 inches wide. Includes 8-inch plastic witch with jointed arms and legs, green face and rooted hair. Wears black witch dress and pointed hat. Comes with broom, cauldron and "crystal ball".
ORDERING INFORMATION: Unassembled. Snaps together.
79 N 31112C—Shipping weight 3 pounds $13.49

(2 thru 6) **Dorothy and friends.**
CONSTRUCTION: 8-inch tall plastic bodies. Jointed arms and legs, pose them in many positions. Painted eyes.
ORDERING INFORMATION:
(2) **Dorothy.** Rooted hair. Dressed in jumper-dress, socks and red slippers. Carries Toto, her dog, in basket.
49 N 30085—Shipping weight 4 ounces $2.97
(3) **Good Witch.** Rooted hair. Dressed in long gown. Wears crown and carries her magic wand.
49 N 30089—Shipping weight 4 ounces $2.97
(4) **Tinman.** Plastic tinman outfit, heart. Carries ax.
49 N 30056—Shipping weight 4 ounces $2.97
(5) **Cowardly Lion.** Acrylic pile coat and tail. Badge of courage hangs around his neck.
49 N 30087—Shipping weight 4 ounces $2.97
(6) **Scarecrow.** Dressed in scarecrow outfit and hat. Rope belt. Carries diploma.
49 N 30086—Shipping weight 4 ounces $2.97

Dusty . . . the fashion-action doll

(7 thru 10) FOR AGES: 4 to 10 years. Not for ages under 3, due to small parts.

(7) Dusty.
BODY. DETAILING: 11½ in. tall. Hard vinyl body. Soft vinyl jointed arms, legs. Posable waist. Blond rooted hair. Painted eyes.
CLOTHES. ACCESSORIES: 1-pc. swimsuit.
ORDERING INFORMATION:
49 N 30082—Shpg. wt. 9 oz. $3.44

(8) Wardrobe Set. Long evening dress. Overall with top and matching scarf.
ORDERING INFO: Dolls not included.
49 N 31172—Shipping wt. 3 oz. .. $3.99

(9) Color-coordinated Wardrobe. Tube top, pants, halter top, long skirt.
ORDER INFO: Dolls not incl. Wt. 3 oz.
49 N 31173 ..... $2.99

(10) Nugget the Horse and Outfit. Let Dusty be a cowgirl on this beautiful Palomino. Horse care accessories and Dusty's outfit are also included.
BODY. DETAILING: Horse has soft flocked urethane foam coat. Stands 11 in. high. Head moves right and left or down to feed. Horse will not stand alone . . . attaches to fence, incl. Rooted mane, tail. Felt eyes.
ACCESSORIES: For Nugget the horse: a saddle with stirrups, bridle, bucket, curry comb, brush and fence. For Dusty: a riding outfit of denim pants and jacket, vest, cowboy boots and cowboy hat.
ORDERING INFORMATION: Doll not incl.
Shipping weight 1 lb. 12 oz.
49 N 31106 ..... $9.97

Doll (11) $4.88 IDEAL

(11) Tuesday Taylor
Like having 2 dolls in one.
BODY. DETAILING: 11½ in. tall. Vinyl body. Jointed arms, wrists and legs. Rooted hair on swivel scalp . . . turn scalp around to change her from a brunette to a blond. Painted eyes with lashes.
CLOTHES. ACCESSORIES: 1-pc. swimsuit, skirt and shoes.
FOR AGES: 3 to 10 years. Not for ages under 3, due to small parts.
ORDERING INFORMATION:
49 N 30093—Wt. 1 lb. .. $4.88

(12) Signature Shirt, Pants.
ORDERING INFO: Doll not incl.
49 N 31206—Wt. 1 oz. .. $1.47

(13) Hooded Evening Gown.
ORDERING INFO: Doll not incl.
49 N 31208—Wt. 1 oz. .. $1.47

(14) Police Woman
BODY. DETAILING: 9 in. tall. Jointed arms, legs. Bends and twists at head, elbows, waist, hips, knees. Blond rooted hair. Painted eyes.
CLOTHES. ACCESSORIES: Jumpsuit, trench coat, boots.
FOR AGES: 3 to 10 years. Not for ages under 3, due to small parts.
ORDERING INFORMATION:
49 N 30098—Wt. 6 oz. .. $3.77

(15) Race Against Time Outfit. Helmet, jacket, t-shirt, tights, boots and gun.
ORDERING INFORMATION:
49 N 31204—Wt. 3 oz. .. $2.88

Doll (14) $3.77

(16) Cher
BODY. DETAILING: 12 in. tall. Plastic body. Jointed arms, legs and wrists. Long rooted hair. Painted eyes, long lashes.
CLOTHES. ACCESSORIES: Long halter dress, high-heel shoes.
FOR AGES: 3 to 12 years. Not for under 3, due to small parts.
ORDERING INFORMATION:
49 N 30091—Wt. 1 oz. $6.97

(17) Electric Feathers Outfit. Gown, plumed hat, shoes.
ORDERING INFO: Doll not incl.
49 N 31209—Wt. 6 oz. .. $3.44

(18) Chocolate Mocha Outfit. Jumpsuit with cape, shoes.
ORDERING INFO: Doll not incl.
49 N 31197—Wt. 5 oz. .. $1.97

Doll (16) $6.97

Help Barbie Baby-sit for this tiny 3-inch long baby doll

$3.66 Barbie doll not included

"Feed, change and bathe baby with this complete set for baby and sitter.

SET INCLUDES: One 3-inch long, soft plastic baby with rooted blond hair, rose print and lace blanket, diaper, highchair, plastic bathtub, cradle, night sacque, christening dress, bonnet, bib, plate, 2 bottles, duck, soap, towel. Emergency phone list and apron for sitter.

FOR AGES: 4 to 10 yrs. *See Note below.*

ORDERING INFORMATION: Barbie not incl.

49 N 31187—Shpg. wt. 5 oz. .....Set **$3.66**

NOTE: Not recommended for ages under 3 years, due to small parts.

Musical Rocking Chair for fashion dolls up to 12 in. tall

$4.95 dolls not included

Fashion dolls can rock babies to sleep or unwind from a busy day in this country-style rocker. Just wind knob at side and chair rocks while playing relaxing music.

CONSTRUCTION: Plastic. Measures 6½x3½x7 in. high. Made in Hong Kong.

FOR AGES: 4 to 10 years.

ORDERING INFORMATION: Dolls not incl.

49 N 31189—Shipping wt. 1 lb. **$4.95**

Growing Up Skipper

Rotate her arm . . . she grows from a young girl into a lovely teenager

$4.66

Growing up Skipper is like having two dolls in one. Turn her left arm a full 360°. . . . Skipper gets slimmer at the waist, grows ½ in. taller and develops a small bustline.

BODY DETAILING: Vinyl with rooted hair. 9 in. tall.

CLOTHES, ACCESSORIES: For young look: red stretchy sleeveless body stocking, print short skirt, knee socks and flat shoes. For older look: long skirt, blue scarf and clogs.

FOR AGES: 4 to 10 years. *See Note below at left.*

ORDERING INFO: Shipping weight 9 oz.

49 N 30045 .....**$4.66**

4-outfit Wardrobe Set

$2.99 dolls, shoes and socks not included

SET INCLUDES: Plaid growing up outfits: long skirt, tie-front top, dickey, short dress, belt, plastic soda bottle and school books. Handkerchief print growing up outfits: long dress, white knit top, gathered short skirt, denim shorts, plastic ball and hand mirror.

FOR AGES: 4 to 10 yrs. *See Note at left.*

ORDERING INFO: Dolls not included.

49 N 31123—Shpg. wt. 4 oz. .Set **$2.99**

Teenager's room

Little girl's room

$11.45 doll included

Growing Up Skipper Doll and convertible Bedroom

As Skipper grows up, her room changes with her.

SET INCLUDES: Skipper doll described above. Changeable bedroom has desk that becomes a vanity table, desk lamp that converts to a swag lamp, reversible wall hanging, bunk bed with ladder, spreads and pillows that convert to four-poster canopy bed with ruffled spread, pillow cover and canopy valance. Printed Masonite® hardboard backdrop surrounds room and has door that opens, painted window and roof beams.

FOR AGES: 4 to 10 years. *See Note above at left.*

ORDERING INFO: Wt. 4 lbs.

79 N 30081C .....Set **$11.45**

Help fashion dolls prepare for recital with Piano that "plays" music

$5.95 doll not included

Fashion dolls up to 12 inches tall will love learning to play the piano. Wind knob on side of chair . . . music plays while chair's back moves from right to left so doll's hands move up and down keyboard.

CONSTRUCTION: Plastic. Piano, 6¼x6¾x5 in. high. Chair, 3x2⅜x3½ in. high. From Hong Kong.

FOR AGES: 4 to 10 years.

ORDERING INFO: Doll not included. Shpg. wt. 1 lb. 11 oz.

49 N 31156 ..... **$5.95**

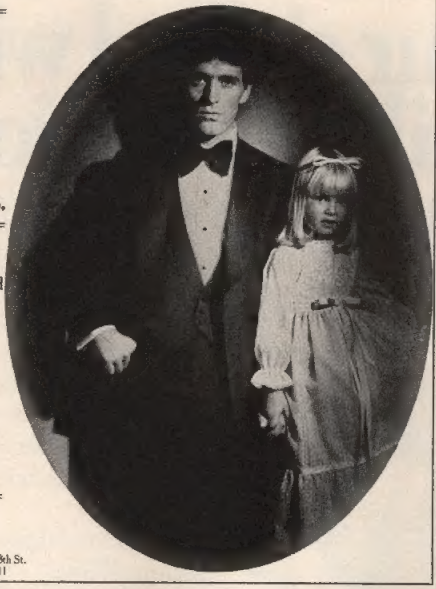
Buy the easy way—order by phone.

Lord West

...and the lady approves.

"Black Tie Classics." Distinguished formal attire freshly interpreted by Lord West.

From one hundred and ninety dollars, where fine formalwear is featured.



Lord West 45 West 18th St.
New York, N.Y. 10011

There is a store where the timepieces are as flawless as the diamonds, and the two always meet in exquisite harmony. Three examples in 18-karat yellow gold, are the Gubelin watch. 3,000. Center by Audemars Piguet. 5,500. Right by Patek Philippe. 7,600. The store is in New York City. It's Gubelin.

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television, enjoying (via some wonderful NBC camerawork) Leonard's laserlike deliveries and the Royals' eager, contact-hitting style of ball. By my calculation, the Yankees were now out of sound pitchers and out of luck, but I had somehow forgotten about the ever-available Sparky Lyle, who entered the next day's doings in the fourth inning—very early for him—and, bearing down on the batters and on his gigantic chaw of tobacco, threw shutout two-hit ball for sixteen outs and the ballgame, which the Yanks won, 6–4.

Game Five: It began with a fistfight at third base between George Brett and Graig Nettles, and ended with Freddie Patek alone and in tears in the empty Kansas City dugout. The Yankees' comeback, last-inning victory, it might be noted, was the first break in a pattern of nine consecutive alternate wins and losses by these two courageous and uncompromising teams, beginning with their first playoff game last year. Billy Martin, stretching his luck and risking his job, benched Reggie Jackson (who had looked bad at the plate and in the field) and put Paul Blair in his spot in right field, and got an essential hit out of both men—Jackson's was a pinch-hit single—late in the game. That's *managing!* The Royals led early, 3–1, but could not widen that lead. Looking back on it all now, I can't be sure whether it was the Yankees' resolution in putting their leadoff batters aboard in both the eighth and ninth innings that really won this game, or whether it was Mike Torrez' inspired work in relief of Ron Guidry, or whether Kansas City manager Whitey Herzog's somewhat precipitate derricking of Paul Splittorff lost it, or whether it wasn't really the Yankees' obstinate defense in the middle innings that made it all happen: a very deep running catch by Mickey Rivers in the fourth and, in the fifth, two dazzling plays by Willie Randolph and a great peg, nailing a base runner, by Thurman Munson. But never mind. The Kansas City fans, who fell into a shocked, incredulous silence in the eighth and ninth, as the Yankees caught up and then went ahead at last, will have all winter and all next summer to think about these doleful issues. Rivers tied it with a single, and Randolph hit the gamer—a sacrifice fly—and the Yankees won, 5–3. When it was over, I was nearly in tears myself, there in front of the set. I couldn't bear to have either team lose.

VARAFLAMES have adjustable flame. Refuel from Ronson Multi-Fill Butane Injectors.

VARATRONIC electronic crystal ignition operates without flint or spark wheel.

(1) Ronson Varaflame Comet 500 SL. Leather cover. 1 lb.
13207RN1297 ..... **$19.95**

(2) Ronson Varaflame Comet/88. Black with chrome trim. 1 lb.
80001-RN587 ..... **$8.95**

(3) Ronson Varatronic "3000". Black textured shell. 1 lb.
45001-RN1247 ..... **$19.50**

(4) Ronson Varatronic Viking. Bright chrome plate. 1 lb.
52503RN1694 ..... **$28.50**

(5) Ronson Varaflame Ambassador MK II. Zebrawood. 1 lb.
31011-RN1594 ..... **$25.00**

(6) Ronson Varaflame Comet 500. Silver-tone shell. 1 lb.
12702RN963 ..... **$12.95**

(7) Scripto Vu-Tane Lighter. See-thru reservoir. Blue. 1 lb.
HP800-GPT337 ..... **$4.95**

(8) Ronson Butane Fuel. 70 grams. No mail order. 1 lb.
99105RN87 ..... **$1.09**

(9) Scripto Piezo Electric Butane Lighter. Chrome. 1 lb.
HP15GPT997 ..... **$13.95†**

(10) Ronson Varaflame Tankard MK II. Butane table lighter in glowing pewter finish. Chrome plate butane fitment. 1 lb.
31015RN1994 ..... **$32.50**

(11) Ronson Varatronic. Bright chrome plate, facet engraved design. Fully automatic. 1 lb.
29410-RN1594 ..... **$26.50**

Electric butane lighter with solid state ignition system; no flint, wick or spark wheel necessary

(12) Zippo Pocket Lighter. Reliable lighter with brushed chrome finish. 1 lb.
200-GKK297 ..... **$4.75†**

(13) Zippo Florentine Design Lighter. Slim line styling. Panel for initials. 1 lb.
1652GKK497 ..... **$7.75†**

(14) Zippo Pocket Lighter. Highly polished chrome. 1 lb.
250-GKK367 ..... **$5.75†**

(15) Zippo Woodgrain Pocket Lighter. Slim simulated woodgrain panels look like natural rubbed walnut. Windproof. 1 lb.
1651-GKK397 ..... **$6.75†**

(16) Zippo Ribbon Lighter. Chrome; initial panel. 1 lb.
1615GKK397 ..... **$6.75†**

(17) Piezo Lighter. Electric butane. Silver finish. 1 lb.
F702KAY497 ..... **$12.95**

(18) Piezo Lighter. Electric butane lighter in black. 1 lb.
P701-KAY897 ..... **$12.95**

(19) Piezo Lighter. Electric butane. Grained finish with brown highlights. 1 lb.
727KAY997 ..... **$14.95**

(20) Slim Lighter. Electronic butane. Tortoise enamel. 1 lb.
P830-KAY1394 ..... **$19.95**

(21) Electromatch Astrolite. Lift the "match" for an instant light. Requires 3 penlite batteries. 2 lbs.
12H-KRX1194 ..... **$17.50**

(22) Compact Electromatch. Pull out match handle for instant light. Requires 3 penlite batteries. Black. 1 lb.
9HE-KRX497 ..... **$6.95**

(23) Original Electromatch Lighter. Pull match handle for quick lights. Requires 3 penlite batteries. Black. 2 lbs.
3HB-KRX997 ..... **$14.95**

(24) As Above in white.
3HW-KRX997 ..... **$14.95**